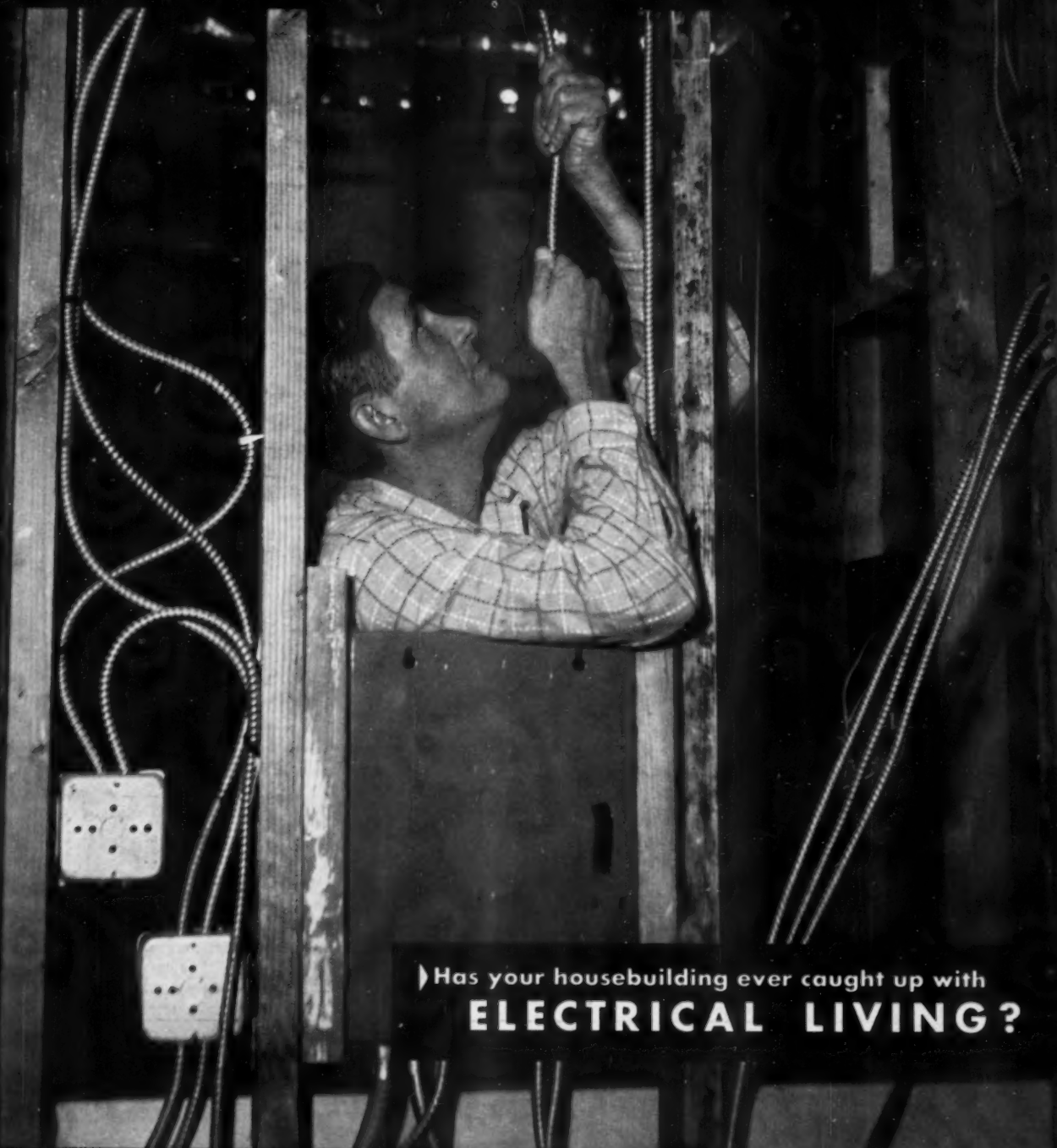


American Builder

★ OPPORTUNITY FOR MAY 1957 • 75c

How much are
you paying for
community facilities?

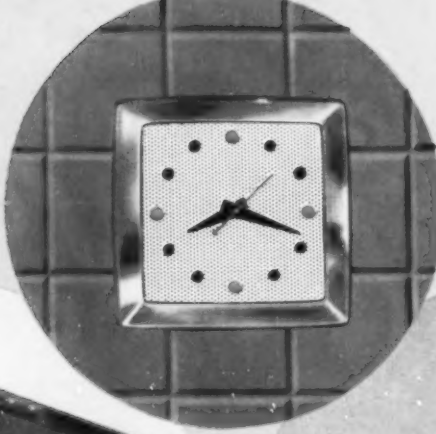
Land planning:
how builders
cooperate



► Has your housebuilding ever caught up with
ELECTRICAL LIVING?

NuTone's 3-Way

Kitchen Package



←
3. NUTONE BUILT-IN CLOCK and CHIME



1. NUTONE BUILT-IN HOOD-FAN



2. NUTONE BUILT-IN FOOD CENTER

U.S. & Foreign
Patents Pending

The Kitchen Sells the Home...

Nothing excites a woman's enthusiasm more than a modern, attractive kitchen equipped with these 3 NuTone BUILT-INS. America's leading builders are including these in their homes.

1

NuTone offers America's most complete line of Exhaust Fans . . . more powerful than the 4 other leading brands tested in wind tunnel.

Matching NuTone's outstanding performance is the colorful styling of its new Pushbutton Hoods. Available in 7 sparkling colors.

2

The kitchen appliance of the future is here now! The NuTone Built-In Food Center does everything! It's a Meat Grinder — a large

size Mixer - Food Blender - Knife Sharpener and a Fruit Juicer all completely recessed . . . leaving the kitchen counter smooth and tidy.

3

Home buyers fall in love with this new idea! It's a 2-note door chime and modern kitchen clock — all in one. — so pleasing to the ear,

attractive to the eye, and easy on nerves. Simplified installation — no clock outlet needed. Completely recessed, flush with wall.

FOR CATALOGS & LOW PACKAGE PRICE . . . Write To NUTONE, INC., Dept. AB-5, Cincinnati 27, Ohio

NuTone Built-Ins Sell the Kitchen!



kwikset

New, low cost, one-hole

PUSH-PULL LATCH

The ideal latch for patio, porch and sundeck doors is the new Kwikset Push-Pull Latch No. 1-344. This attractively designed latch can be quickly installed on doors $\frac{3}{8}$ " to $1\frac{3}{8}$ " thick by boring only a single hole. The strike is flush mounted on the jamb without mortising.

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The smart, distinctive styling of the handsome handles and rosettes blend with the decor of both traditional and modern homes.

The Kwikset Push-Pull Latch is available in rich, durable finishes of brass, bronze or satin chrome. Rugged, precision construction from the finest materials assures dependable performance.

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the handsome waferwood textured panel-

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adds the luxury look at low cost



TENEX rubbed gold panels (applied with adhesive to this gilded wall, $\frac{3}{4}$ " spacing between panels) add a luxurious "gold marble" decorative accent to this garden entry designed by the distinguished architect, Henry Hill, A.I.A.

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AMERICAN BUILDER

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

An all-around service

If you've felt the need for more cooperation between all segments of the industry, maybe you can interest your local HBA in a plan recently adopted by the HBA of Greater Seattle. An "architects and builders plan service," will provide full facilities for architects, builders, subcontractors, suppliers and government agencies in the fields of residential, multiple family and commercial construction.

The inside story

Letting your buyers know just what goes into your houses will give them confidence that they're getting good value for their money. Builders Alan and Ira Weissman are doing just that at their De Silva Homes development, Stony Brook, N.Y., with a comprehensive display of the components they use. An exhibit which includes 22 different samples and mock-ups for testing has been set up in a model home. It touches on almost every phase of construction from the foundation to the roof. For example, in answer to the question, "What holds the house together?", the builders have provided a section of framing which includes plywood sheathing, diagonal bridging, double flooring, 2x8 inch floor beams as well as studs, 16 inches on center with triple corner posts.

A golden opportunity

If you want to get into the remodeling field, this is the month to make your plans. Home owners are going to be hit with all kinds of ads proclaiming May as "Better Your Living" month, and they'll be looking around for builders who can do a top-notch job on modernizing their houses.

For some good tips on how remodeling contractors work, see American Builder's July issue.

Penny wise, pound foolish

Sometimes you can save money by spending money. John R. Watt, associate professor of mechanical engineering, University of Texas, reports on tests conducted at the air-conditioned village in Austin, Tex. Use of extra insulation, with mineral wool as the basic material, enabled both builders and owners to reduce costs. The professor concluded that for each dollar spent on insulation for air-conditioning beyond current minimum FHA requirements, \$1.82 was saved in equipment otherwise needed—providing a net savings of 82 cents.

You'll get all the answers

How do you prepare publicity releases? What's the best way to prepare your advertisements? If you want a comprehensive answer to these and other questions about merchandising, American Standard's revised "Blueprint for Sales," is a must for you. Builders can obtain copies through local American Standard sales offices.

The right approach

When you're building homes in already populated areas, residents often resent the dirt and noise that accompanies construction. Here's a plan adopted by a large company which home builders could also use. Union Carbide Corp. is building new offices on Park Ave., New York City. Morse G. Dial, president, sent letters to 10,000 offices and homes situated within 3 blocks of the site, apologizing for the dust and noise. All kinds of understanding replies are piling up.

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LOWER GUIDES Specially designed steel bracket with polyethylene sleeve—adjusting screw allows $\frac{3}{4}$ " movement up or down . . . locks in permanent position.

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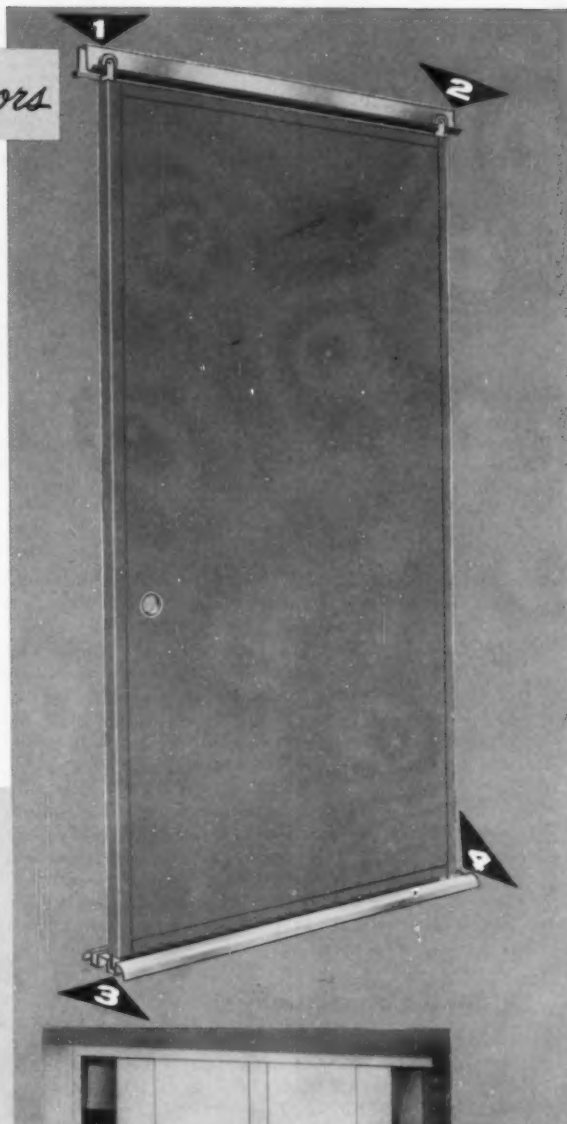
GLIDE-ALL Doors are available in principal cities throughout the United States and Canada.

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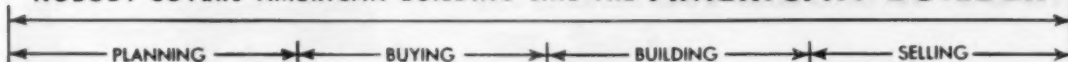
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"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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Cover photo Maxwell C. Huntoon, Jr.

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**American
Builder**

OPPORTUNITY

10-Second Order Form

AMERICAN BUILDER

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☐ 3 years \$7.00* ☐ Payment enclosed ☐ Bill me

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Company
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AB 557

1957 MODEL HOMES...



when you use the

Ponderosa Pine WOODWORK Package

Using Ponderosa Pine Woodwork means easier sales because you build more value into your homes. Ponderosa Pine windows, doors, cabinets, specialty items and trim are all available quickly through your lumber dealer as you need them. You can install, fit and finish these Ponderosa Pine Package items right on the job site . . . to your customer's tastes.

Your customers are learning about Ponderosa Pine Windows in National Advertising which stresses these advantages.

1. Beauty and style for any taste.
2. Weather-tightness to keep out heat, dust and cold.
3. Natural insulation to keep unwanted condensation from forming on frame.
4. Easy to operate . . . well-balanced . . . preservative treated.
5. Easy to finish . . . inside or out . . . paint, stain or wax.
6. Won't rust, corrode, or be affected by acid fumes.

Only wood windows can give your customers all these benefits . . . So, this year build with confidence—build with Ponderosa Pine Woodwork.

Ask your Lumber Dealer about the Ponderosa Pine Woodwork Package for builders.

Ponderosa Pine WOODWORK

39 South LaSalle Street • Chicago 3, Illinois

An Association of Western Pine producers and Woodwork manufacturers

BEST BUILDER'S GUIDE TO WINDOW QUALITY



The American Wood Window Institute Seal on the windows you install is your customer's assurance that they conform to U. S. Department of Commerce Commercial Standards and are:

- Correct in design
- Properly constructed
- Made from carefully selected kiln dried lumber
- Preservative treated
- Properly balanced
- Efficiently weather-stripped

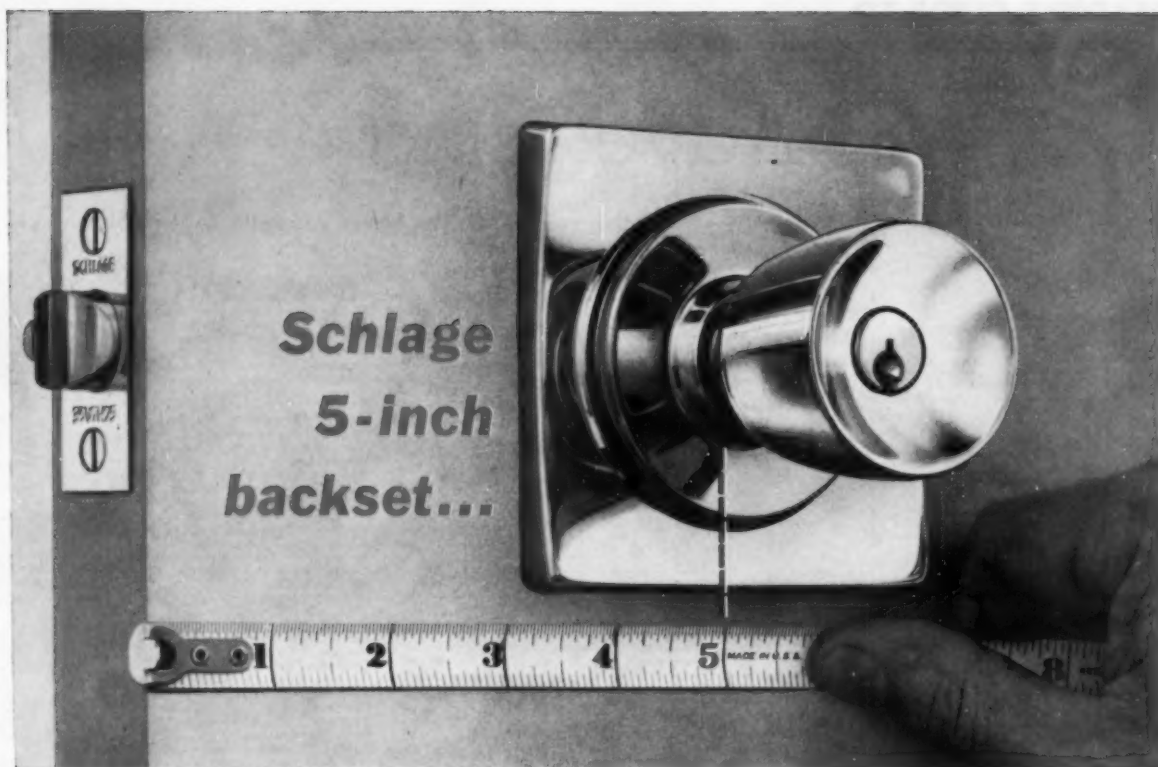


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"The better you buy—the better you build—the better you sell" ©

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*Appears in Western edition only.



Schlage 5-inch backset...

Mark of a Modern Builder

More and more successful builders are discovering the sales appeal of Schlage 5-inch backset locks for flush doors . . . originally developed by Schlage to combine new locking convenience with new opportunities for individual lock styling.

Schlage 5-inch backset locks give builders new freedom and flexibility in lock placement . . . permit the many striking combinations of Schlage locks and escutcheons that establish a home's first touch of quality at the entranceway.

Modern builders give strong sales impact to the quality of their homes . . . when the immediate note of fashionable lock beauty is made possible by Schlage 5-inch backset locks.



*Cramped Hand Position of
Standard Installation*



*Complete Hand Freedom with
Schlage's 5-inch Backset*

Full Hand Freedom with Schlage's 5-inch Backset

Compare the difference between a standard backset and Schlage's 5-inch backset . . . and feel the extra hand space now possible for all doors throughout the home. The old-fashioned squeeze between door-jamb and lock too often caused bruised knuckles and scraped hands . . . until Schlage developed five full inches of hand freedom.

Send for New "Lock Fashions" Brochure #651 Y-5
For colorful applications of the Schlage 5-inch backset with
Schlage residential lock and escutcheon designs, write today
for this 4-color, 12-page brochure.

SCHLAGE
LOCK COMPANY

SCHLAGE LOCK COMPANY, SAN FRANCISCO • NEW YORK • VANCOUVER, B. C. • Address all correspondence to San Francisco

To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

Merchandising Pre-building

Sirs: As a subscriber and long a regular reader I have received many profitable ideas from your magazine. In the past ten years we have built over 700 homes. . . . At the recent Annual Associated Home Builders' Home Show (March 10-17) I showed a \$20,500 Tri-Level house (similar to your Tri-Level in November American Builder) complete. . . . To make the task harder, I couldn't get into the building until March 4. Of course the only way to make this possible was pre-built methods of construction. This method we are using in our Rose Lawn subd. of 134 lots. We find the Home Show a wonderful opportunity to interest the greatest number of prospective buyers in our houses and also in our ability to construct near perfect houses in a short time. . . . Thanks for bringing us new methods and materials in your publication. As you see we do take the ideas and actually run with them.

—Charles E. Wilson, Construction Manager, Peter Construction & Supply Co., Louisville, Ky.

As we keep saying, off-site building takes many forms and makes sense in all of them.

Low-Cost Houses

Sirs: Thank you for your reply to my letter asking for more low-cost house plans. When you published this correspondence in your January issue the local builders were amused and expressed the thought that the editors of American Builder should take a quick swing around the country and miss the

big cities, for once, and see what is being done in the grass roots for a change.

Just a week's auto trip to Florida will bring you past big 24-sheet billboards advertising homes for \$4,950 to \$6,500 and \$7,500 for three bedrooms. These models may prove to be too minimal or even second cousin to the old "Jerry built" but at least the desire to meet the need is being worked on and the need must have been expressed—and all this is going on without help from American Builder.

—H. McGuire Wood
Black Mountain, N. C.

This time our construction editor replied: ". . . If you read our December issue, you probably saw the Arizona model that won first place in our best model home contest. This house offered three bedrooms, two baths, a garage, and a swimming pool, all for \$9,800. We have seen similar low prices in both Florida and California, and in June of this year we are going to do a story on a New Jersey builder who is selling a three-bedroom house for \$7,350. . . ."

Bookkeeping Systems

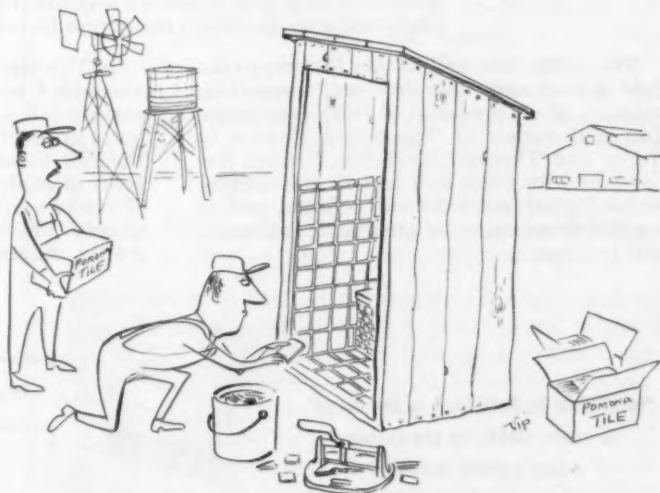
Sirs: I am writing for a solution to my bookkeeping problems. Do you have an outline that would show (1) money coming in, (2) accounts receivable, (3) individual costs of homes, (4) costs of extra work throughout the year (mainly repair work), (5) money coming in from extra work, (6) amount of wages paid, (7) amount of subcontract work paid out, (8) cost of maintenance, (9) cost of new equipment, (10) travel expenses, (11) advertising expenses, and (12) bills due?

I have covered most, though not all, of the data needed to keep me informed of my progress.

The accountants here seem reluctant to set me up (and almost every contractor like me has the same trouble).

—John M. Gority, Contractor, Altoona, Pa.

One of the best systems available today at modest cost is the one being sold by the Frank R. Walker Co., 173 W. Madison Ave., Chicago. The firm has several systems, depending on the size and complexity of the operation.



"Oh, I guess I'd do the same thing too if I'd hit oil on my property."
(By Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

AMERICAN BUILDER WELCOMES YOUR IDEAS. We'll print them on this page if you write them in a letter. Include photographs or drawings if you have them. We'll not use your name if you feel strongly about it.

These are important problems! DO YOU KNOW THE ANSWERS?



Alexander Schwartz,
writer and lecturer on heat flow,
vapor flow, and condensation.

1. Does **BRONZE** or **ALUMINUM** paint on an **IRON** radiator improve or impair its performance? (19, 20, 22)
2. Will **ORDINARY** paint on an **IRON** radiator improve or impair its performance? (19, 20, 22)
3. Is it true that **ICE** radiates heat at a greater rate than a stove? (17, 18, 22)
4. What is :- **k** factor? **C** factor? **Btu**? **U** factor? **R** factor? (17)
5. Is it true that the loss of each lb. of vapor represents a heat loss of 1060 Btu's, or **TEN TIMES** that which raises the temperature of 1 lb. of water 100°F? (5)
6. Does insulation **KEEP OUT THE COLD**? (17, 3)
7. Do thermal insulations create heat? (3)
8. Is it desirable to place vapor barriers on both sides of an insulation? (5)
9. Is it true that cold does not flow to warm, but heat to cold? (17, 18, 19)

Some of the answers may surprise you! Look them up in a handy, *new* reference manual, "Heat Flow by Radiation in Buildings," by Alexander Schwartz. You may obtain the booklet *free*!

The numbers above refer to pages in this *important contribution* on the theory and practice of insulating against heat and vapor flow, and against destructive condensation. It is replete with simple, illustrated explanations of how to solve many usual and unusual heat flow and fuel problems; also illustrates many new installation techniques.

The author is a well-known lecturer in the field of heat and vapor flow, and thermal insulation. He is president of Infra Insulation, Inc. and author of "Simplified Physics of Vapor and Thermal Insulation," which has been used for years as a text in universities, technological institutes and colleges, and as a valuable reference by architects, engineers, and builders.

In this one handy booklet of 48 pages are assembled and presented in clear, concise, easy-to-follow language: — facts; figures; reports of practical experiments and scientific theories obtainable otherwise only through years of study and consultation of hundreds of books and other publications. It is generously illustrated with drawings, photographs, diagrams, charts.

"Heat Flow by Radiation in Buildings"
is yours, **FREE**, for the asking
—Just use the coupon,
and get the "answers"!



Infra Insulation, Inc., 525 Bway., N. Y., N. Y. B-5
Please send ☐ Heat Flow by Radiation

NAME

FIRM

ADDRESS

The Building Outlook

SMALL TALK

IT'S CATCHING

Smart advice comes from the St. Paul HBA: The time has come for those who make up this industry to throw the crying towel in the corner and start building morale and sales by creating an atmosphere of optimism. You can start, they say, by taking the word "lousy" out of your vocabulary and substitute the word "good."

LONG AND SHORT OF IT

Having trouble with determining the height for fixtures? Many lavatories are being produced with adjustable wall supports so they can be installed at desired heights.

HOT SPOT

As the trend to larger homes grows, the two-furnace home may some day be as common as the house with a two-car garage. According to C. W. Nessell, heating consultant, one out of every five homes built this year will be equipped with two or more of these: furnaces, air-conditioning plants or systems of temperature controls.

CRYSTAL GAZING

Will the future of the nation's cities parallel the future of Cleveland as envisioned by five of the city's leading architects? All were sure that the next 25 to 50 years will see more and more planning on a community and city-wide scale. Big chunks of the city will be designed and planned as units. Activities will center around where people are living. These areas will be connected by parks and recreational areas.

BACK TO THE CITY AND UP. That's the pattern being set in urban areas where home-site scarcity is plaguing builders. In Phoenix, for example, the transition from strictly horizontal growth to the beginning of vertical growth was marked by the completion of a cooperative apartment building. Builders of the structure, which was conceived as a "collection of modern air-conditioned homes," reports over half the apartments were sold before ground was broken. More of this can be expected as communities expand.

IS CONGRESS GOING TO WAIT UNTIL THE LAST MINUTE, then jam through a housing bill which will satisfy no one but Congress? It looked that way as American Builder went to press. Each day new proposals were made, then rejected. Meanwhile, FHA made it easier for buyers in the lower and middle income groups with new down payment requirement: 5% of the first \$9,000 of appraised value and 25% of value over \$9,000.

RISING LAND, LABOR AND MATERIALS COSTS are giving impetus to the trend towards large-scale home-building operations. New Jersey builders Saul Cantor and Paul Goldman predict a marked decrease in planning of new home colonies of under 50 houses. Only through large-scale operations, backed by integrated organization, can builders effect economies to offset these increased prices, they say. To back up this belief, the builders have planned a two- to three-year general construction program estimated at over \$50,000,000. This includes completion of one 500-home community, another of 170 houses and three regional shopping centers. In addition, their company has acquired a 565-acre site for a planned 1,800-home development.

HOUSING FOR THE AGED comes in for more and more attention as surveys continue to point to the longer life expectancy of the average citizen. In a recent issue of Progressive Architecture, NAHB secretary Carl T. Mitnick declared banks and realty investors are neglecting a huge market in residences for the aged: "Lending institutions today should realize that home loans to older people are really safe investments." The effective life of the average mortgage is eight years, much less than the life expectancy of the typical age-65 borrower.

Check these profit-making features!

NEW! THOR POWER TROWEL

Does a better, safer job with less crew time!

- ✓ Light weight . . . completely portable
- ✓ Blade tilt for floating or finishing work adjustable by large wheel operated by hand or foot . . . no time-consuming blade changes
- ✓ Safest trowel on the market . . . non-rotating guard ring protects worker, permits work closer to walls
- ✓ Nationally serviced Briggs & Stratton 4-cycle engine
- ✓ Direct, vertical drive—no belts to wear, slip or replace
- ✓ Automatic clutch stops blades at idling speed
- ✓ Drive connection is at blade center . . . for best efficiency and balance
- ✓ 29" guard diameter permits access through standard doors, into basements, etc.
- ✓ 3/4" tubular, one piece frame . . . extremely durable



For complete specifications, demonstration and price . . . contact your nearest Thor distributor or the Thor branch in the city nearest you shown below.

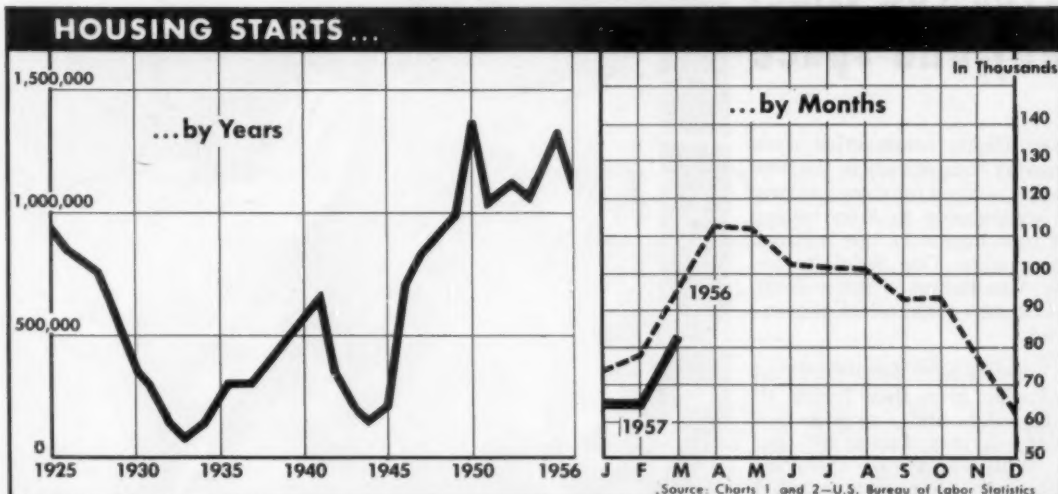
THOR POWER TOOL COMPANY, CHICAGO

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Pulse of Building



Interpretations: 1

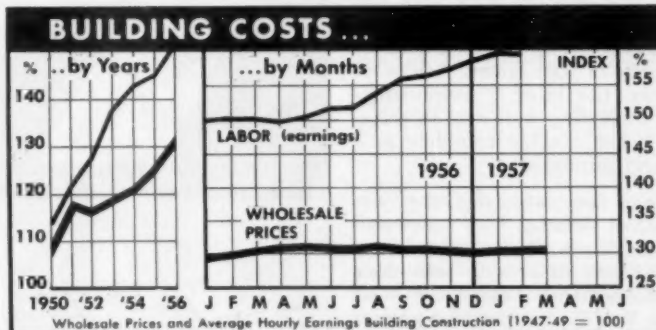
After a low February, there was a less-than-usual seasonal rise in March housing starts. The seasonally adjusted annual rate declined 3%, marking a new low in the downward trend which began in 1955. Although there was some increase in units begun under FHA and VA, the major share of the Feb.-to-March rise was in conventionally financed housing. The gain over the first quarter of 1956 for total new construction resulted chiefly from greater public outlays for highways, schools, etc.

15 LEADING HOME BUILDING AREAS

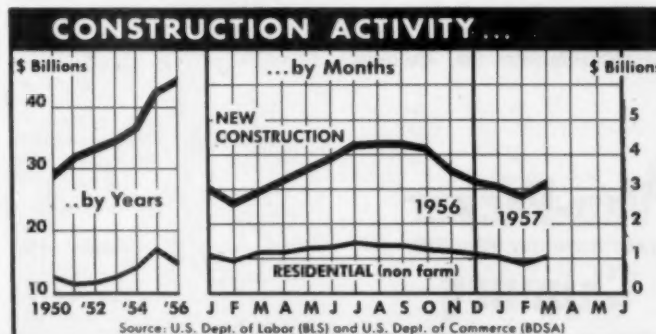
Dwelling units built in Metropolitan areas during 1956. (BLS)

	Units Built	% Change Jan.-Dec. 1955-56
Los Angeles	89,362	-14
New York	77,425	-20
Chicago	51,475	-14
Detroit	30,910	-24
San Francisco	21,956	-32
Miami	17,131	+5
Washington	16,526	-27
San Diego	13,269	+16
Cleveland	12,135	-23
Baltimore	11,538	-25
Boston	9,936	-13
Buffalo	9,714	-11
Atlanta	9,485	-18
Denver	9,200	-30
Phoenix	8,500	-17

LOWEST FIRST QUARTER AVERAGE SINCE 1949—963,000 units—reflected 83,000 March starts, 16% below March 1956. Seasonally adjusted annual rate continued its downward trend to 910,000.



2 REVERSING A 9-MONTH UPWARD TREND, hourly earnings fell slightly in February to 159.3. Building costs held steady during the first quarter, with March only fractionally higher than a year ago.



3 AT \$9.2 BILLION, the quarterly outlay for new construction was 4% higher than in 1956, the most active first quarter on record. The March figure of \$3.2 billion was a new high for the month.

Factory-built masonry chimney saves you time, money and space

Problem: Rising construction costs and increasing competition in the new home market — need for money-saving building components to keep selling prices of new homes in line without sacrificing quality. **One Solution:** Install the Van-Packer Factory-Built Masonry Chimney instead of conventional brick.

Many builders have discovered that the Van-Packer gives their homes all the beauty, safety and permanence of masonry at a savings of up to 40% per chimney. With Van-Packer there are no job delays, the chimney is installed in 3 man-hours or less anytime during construction. There is no need for a brick pier or special framing.

In red, buff or white brick color, the Van-Packer brick-design panel housing harmonizes perfectly with the exterior color scheme of your homes. Acidproof $\frac{5}{8}$ " fire clay tile lining, 3" vermiculite-concrete insulating wall and asbestos-cement jacket provide complete protection and durability.

Ceiling or floor suspended, the Van-Packer saves valuable floor space and permits the furnace to be located anywhere to better fit in with your floor plan. Independent laboratory tests prove the Van-Packer provides greater draft than an 8" x 12" tile-lined brick chimney.

Immediate delivery to your job site from your local heating or building material jobber or dealer. See "Chimneys—Prefabricated" in Yellow Pages, or write Van-Packer for Bulletin RS-1-12.

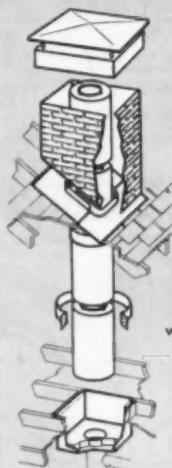
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Chimney

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Completely packaged Van-Packer Chimney goes up in 3 man hours or less.



UL listed for all fuels, all home heating plants and incinerators, approved by major building codes.

Snap-on
housing cap
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panel housing
in red, buff
or white
Adjustable
aluminum
flashing

7" I.D. flue
sections of 2100°F.
 $\frac{5}{8}$ " fire clay
tile liner,
3" vermiculite
concrete insulating
wall, asbestos-cement
jacket.

Section joints
sealed with
acidproof cement.

Drawband
reinforces each
section joint.

Support assembly
has 4X safety factor—
eliminates pier.



Attractive brick-design panel housing assures home buyer acceptance.

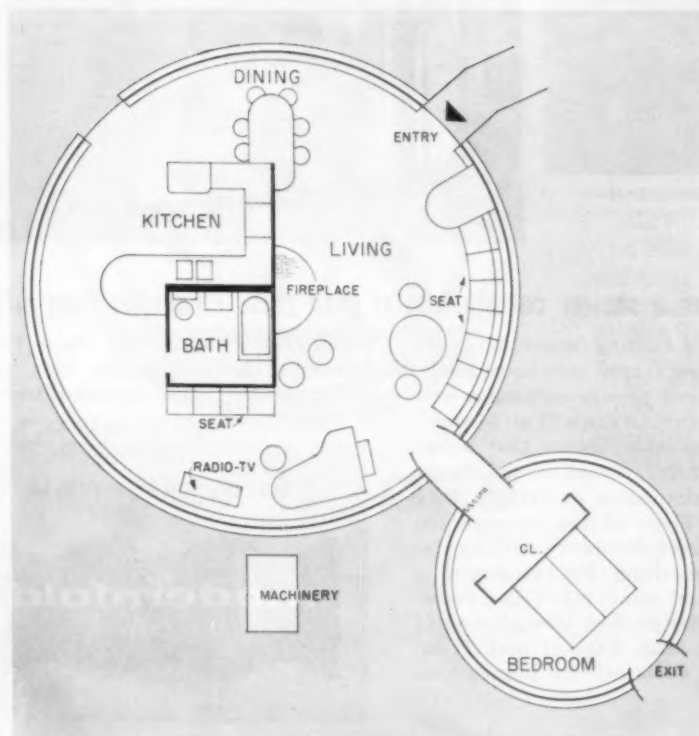
Van-Packer chimney housing in red, buff or white to blend with any home.



Tomorrow's House



**From Frank Lloyd Wright: a collapsible
"Air house" of plasticized fabric**



No one will ever be able to accuse Frank Lloyd Wright of conservatism. This time the old master (old, that is, in years, but certainly not in ideas) has come up with a house of light fabric inflated with low-pressure air, and easily collapsible.

The design is made possible by a material called "Fiberthin," developed by the United States Rubber Co. It is a light, tough, vinyl-coated nylon fabric, and the amount necessary to create the house shown at the left weighs but 200 lbs., and can be folded small enough to fit into a car trunk.

Only very low air pressure is required to keep the house inflated, low enough so that the difference between outside and inside cannot be noticed. The air pressure is supplied by a blower which is part of the forced-air heating and cooling system. Opening a door to go in or out will not release enough pressure to cause the house to collapse; should Junior get careless and leave the door open, it might permit the structure to settle gently around the family's heads, but once the door was closed, things would immediately blow back up to normal.

Either water or sand can be used as ballast to keep the house from blowing away. It's contained in a tube around the base of the house.

The "airhouse" is a development of the "Airhouse-warehouse," a structure on the same principle which was shown at the NAHB Convention in Chicago. (See March American Builder, pp. 82, 83.)

It should be noted that Fiberthin is resistant to scuffing, weathering, sunlight, and salt water. The house will stay put in strong winds, and can support heavy roof loads.

The day may come when every family will need a tire-patching kit in its home repair tool kit.

This house, and a similar but smaller model, will be on display during the "Showcase for Better Living" of the second annual International Home Exposition, May 4-12, in the New York Coliseum.

entirely new
and wonderful way
to enclose bathtubs
and shower stalls



New Folding Tub-Master Slides Smoothly, Quietly for luxurious showering. Translucent doors let in plenty of light, keep out drafts. The bar that fastens enclosure forms a handy towel rack.

sliding folding tub-shower doors!



Tub-Master Is Made With High-Impact Plastic. Can't shatter or splinter... has no sharp corners to cut or scratch. Panels fit snugly into polished aluminum frame; won't warp or deteriorate.

Tub-Master Folds Back and Stays Out Of The Way for bathing children or washing bathtub. By-passes for easy entrance to tub; closes completely for shower. Dries immediately. Cleans like a breeze.



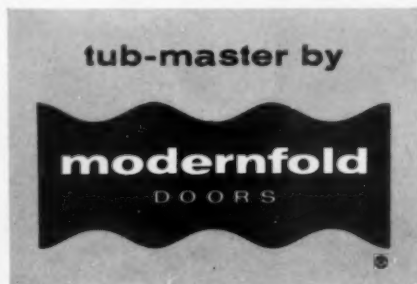
The New Door for Shower Stalls safe, easily cleaned and permanently beautiful.

Cleaner than a shower curtain • Safer than glass • Lovelier than either!

Now—a really exciting innovation to increase the saleability of your houses—the most convenient shower enclosures ever made! MODERNFOLD's new "Tub-Master" has every desirable feature that homebuyers want in custom-made shower enclosures; eliminates everything they don't want. (These photos just start the list!) And there's absolutely nothing else like it for glamorizing your bathrooms!

"Tub-Master" comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of the homes you

build...helps merchandise them. Call a MODERNFOLD Distributor; he's listed under "Doors" in the classified directory.



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use **General**



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On way to 460-home total, milling prospects at Winston Park had bought 169 houses by 10 A.M. Saturday. At right are builders David Muss and Norman Winston, sales manager Bob Richards.

How Alfol Insulation helped these men sell 460 homes in one weekend!

"Build better, then sell harder!"

In the Chicago suburb of Melrose Park, it was this formula that enabled master builders Norman Winston and David Muss to sell 460 new homes in a single two-day weekend!

Details of the "super" promotion of Winston Park Homes would fill an entire merchandising text. But the real key was *superior construction*.

Insulation merchandised

One of the many top features of these homes was full insulation — including sidewall protection with Borg-Warner's ALFOL Aluminum Foil blanket.

As an index to quality, buyers were told the importance of wall insulation. How ALFOL, its foil layers reflecting 95% of all radiant heat, means greater comfort, extra savings . . . plus full protection against moisture condensation.

Unsurpassed efficiency

ALFOL excels in ceilings, too. Unsurpassed for year-'round value, its amazing superiority in summer makes a difference your prospects can actually *feel*!

Why not investigate clean, easy-installing ALFOL for your next job. Learn why it can be *your* key to better construction, faster sales.

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GOING TO PRESS

EVERYONE WANTS TO BUILD UP COMMUNITY FACILITIES . . .

. . . but red tape is driving builders "facility-happy"

Many families are being priced out of a home of their own." That's how costly the community facilities problem is in **Seattle**, according to C. F. Dally, president of the local HBA. And Seattle's problem is not an isolated case.

Replies received to an American Builder press-time survey indicate that community facilities has become one of the industry's bigger headaches. There's no way to assess, in dollars and cents, exactly how much this problem is costing builders. But as Gordon Neilson, executive vice president, **Houston HBA**, wired: "An increase of 25% in development costs of the average Houston lot in the past two years is due to several raises in water and sewer connection fees, permit fees and steel required in paving."

No one denies that the community facilities problem must be faced by all concerned—builders, local officials, those buying homes and already-established residents. (See Dickerman's column, p. 20.) But reports such as that from Houston point up the fact that too many local governments are making builders the scapegoats for their own shortsightedness in not preparing for new residents. They're putting the squeeze on home builders in the form of exorbitant fees and site donation requirements. They wrap their rules and regulations in so much red tape that it's virtually impossible for the builder to do his job properly.

However, through close cooperation between builders and local officials, seemingly unsolvable community facilities problems can be resolved, as builders in **Pittsburgh** discovered.

One of the most serious situations in **Alleghany County** (the Pittsburgh area) concerned installation of septic tanks. As subdivisions mushroomed up further and further away from city sewer lines, some homeowners found their septic tanks were not operating properly. Newspaper headlines shouted "Shoddy Builders," and the area's builders were informed by the county's planning commission that it would approve very few septic tanks in the future. The problem was further complicated by red tape in the form of over-lapping of jurisdiction between the commission and the Department of Health and the State Sanitary Water Board. The latter two went along with the commission's ruling on septic tanks. The problem isn't over, but a solution is on the way and it's one other areas might adopt if they face similar problems.



FACILITIES continued

The HBA of Metropolitan Pittsburgh met with members of the three agencies to see what could be worked out. The HBA proposed state-approved package type plants for as few as 5 houses to eliminate the "no man's land" between individual septic tanks and the large treatment plant which cannot economically be considered for less

than a 350-home development.

In other words, if a builder intends to erect 5 or 10 homes on a plot with no sewerage installation, he would be permitted to build one large septic tank and install the house lateral and street lateral so that the streets would not have to be torn up at a later date. This would preclude the building of 5 or 10 individual septic tanks with the possibility that some would be

faulty and that someday the builder might have to pay twice for his sewerage (if and when a sewer line came along). The single large septic tank would be built as an interim facility to treat the sewerage until the neighborhood could support the cost of a trunk line.

Harold Sampson, who represented the HBA at the meeting, reported that under such a plan the possibility of getting more com-

DICKERMAN'S COLUMN . . .

Needed: over-all community planning

by John M. Dickerman, Executive Director, National Assn. of Home Builders

As the nation figuratively shrinks and its population literally soars, each day brings new evidence that home builders must take into account in their planning the problems affecting areas beyond their own immediate operations.

There is constant overlapping in our mushrooming urban areas. Who can tell in metropolitan complexes where one community actually leaves off and another begins? And, as the clusters of communities around a single central city expand outwards, they impinge on other clusters to create, in effect, a gigantic metropolitan belt. The Eastern seaboard from Boston to New York and thence through New Jersey to Philadelphia, Wilmington, Baltimore and Washington illustrates this pattern.

Each individual community, of course, has its own unique local problems. But each also has common problems created by this overlapping metropolitan expansion and by outmoded municipal regulations. What effects home building in one community or city may influence others to a degree scarcely envisioned only a few years ago.

The home building industry is vitally affected by these rapidly-moving developments. On the one hand there is the need for revitalizing many of the central cities and their immediate environs if stagnation and decay is to be checked. On the other hand, there is a tremen-



Dickerman

dous need for community facilities for the millions who prefer to live outside of the central cities. Most of the over 12 million homes built since World War II have been in these areas.

Now land is vanishing; that is, land which is suitable for building in a price range commensurate with modest incomes. With the shrinkage of land—and the tremendous cost of providing the essential facilities—there has been an unfortunate tendency on the part of some local authorities to restrict home building. This has been done in various ways—by requiring builders to pay a disproportionate share of the cost of providing for schools, water facilities, sewers and recreational areas; by unwise and restrictive regulations, and by various other devices.

There is, I think, a compelling need for reexamination of the role of local government in urban areas. The pattern of American urban community life has changed drastically, particularly in the last two decades. New and improved means of transportation and communication have been largely responsible.

In other words, the conditions that prevailed when the system of local government was established no longer exist in many instances, but the system continues. Few communities in urban areas today can live (as perhaps they did in the past) in an isolated splendor largely unaffected by developments in adjacent communities. Few, if any, communities are self-sufficient. Where once a river furnished more than enough water for a central

city and its scattered environs, today it may be scarcely adequate for the demands made upon it by closely clustered communities in and about its watershed.

There also is a compelling need for a reexamination of community planning. Community planning must be keyed to area planning and this area may be a single metropolitan complex, or it may be a tremendous urban belt such as now appears on the eastern seaboard.

There is, as a matter of fact, an important body of thinking that now believes the problems of metropolitan centers and sprawling urbanization eventually must be handled with some new form of inter-area governmental planning authority—much like water compacts between states.

Now what of the role of the home builder? If this growing population of ours is to have the housing it requires and where it requires it, the home builder must have a role in the planning on all levels. This means several things.

It means an end to the hostility that has developed in all too many areas on the part of public officials towards the home builder and his industry.

It means that individual home builders must, in instances, conform to overall planning rather than pursuing their own particular objectives.

Finally, but not less important, it means that only through organization can home builders keep abreast of the trends and developments affecting their livelihood.

munity sewerage is much greater and the cost is less. Figures worked out by the HBA proved the small plant idea would cost the builder no more than present septic tank installation providing the State Dept. of Health approved the effluent from the plants.

The HBA, at its own cost, has engaged a firm to design such a plant. One problem remains, according to Dick Irwin, executive secretary. Each municipality in the county (and there are about 129 of them) must okay the plant before a builder can install it in the municipality. And, by giving an okay, the municipality takes on the cost of running the plant.

Pittsburgh isn't the only area where builders are talking things over with local officials. Here's what they're doing in Seattle.

"Local requirements have resulted in up to 30 per cent of our land in streets . . . imposed on subdivisions of typical GI or FHA homes. HBA obtained action by the King county commissioner to appoint a committee consisting of the heads of local government departments which require and administer these conditions. They will meet weekly with home builders, land planners, state health, VA, FHA and others, until a solution is found," Dally reports.

Water supply is another knotty problem for builders. It's particularly acute in the Denver area, according to Edward T. Rice, executive vice president, HBA of Metropolitan Denver.

"Practically all available water in the area is controlled by Denver. The city refuses to serve an area outside specified line unless it is part of Denver. In the past annexation of peripheral lands was, almost a necessity if water was to be available and industrial growth maintained.

"The city's recent policy requires a \$2,000 per acre annexation fee, plus an 8 per cent land donation for public site purposes, to be paid in advance and in cash.

"The city's attitude is that the cause of all its financial ills stems from annexations and this fee is its answer to making newcomers pay for community facilities."

It's easy to see, in situations like these, why the cost of new homes keeps rising. For more on the problem, see page 23.

Meet the builder

► To what extent do you furnish your model homes? What do they contribute to sales? Where do you get furnishings?



Louis V. Bossert, Bordentown, N.J.: We completely furnish models, including towels in the bath, etc.—all items to make a home appear lived in. A furnished house is the only method to exhibit. I would say 80% of our sales result therefrom. Not too much furniture, not too little, not too large, models must have warmth.



Frank Calcara, Bethesda, Md.: Our model homes are 100% furnished. Furnished homes contribute 90% of our sales. It would be difficult to sell without them. The furnishings are obtained locally.



Mario Porchetti, Columbus, Ohio: We have used completely furnished models and models with no furnishings at all. I have sold just as many homes from unfurnished models as from furnished models. The dealer who loans me the furnishings actually gets sales and inquiries from the displays.



Stanley J. Slote, Scarsdale, N.Y.: We furnish our models completely, including many accessories to give houses a lived-in feeling. We feel furniture is absolutely essential to sales. Our furniture is purchased from retail stores and decorators and we re-use it at least twice.

YOUR SOUNDING BOARD: Let American Builder know what problems you'd like discussed. Write: Meet the builder.

Why the money shortage can't ease

Just how artificial is the mortgage money shortage? It's almost completely artificial, according to executives of banks, savings and loan associations and insurance companies surveyed by American Builder.

(American Builder conducted its survey after a report by one of the country's leading business papers indicated that mortgage money was growing more plentiful; that some lenders were back in the market looking for mortgages for the first time in over a year; and that bankers had begun to talk of lowering interest rates on most forms of borrowing.)

The artificiality of the shortage may come as a surprise to Congress and the Administration, but the replies from these mortgage experts bear out what members of the home building industry have

been saying right along:

By holding an arbitrary ceiling on interest rates for government-backed loans, Congress and the Administration have tried to repeal the natural law of supply and demand. And, it won't work!

Almost unanimously, the reports agreed: Conventional lending has continued and will continue at a high rate; FHA and VA financing will continue at a slow rate as long as interest rates for these loans continue low.

For several months Congressional committees have held hearings at which builders, bankers and mortgage men have told of the need for more flexibility in interest rates. George Goodyear, NAHB's president, has warned of disastrous consequences if the government doesn't act soon. But as American Builder went to press, only token

government action had been taken.

Congress and the Administration might take a long look at these reports before they turn their backs on requests for more flexibility in interest rates:

• "There appears to be developing some interest by investors in mortgage loans, principally in the conventional category by reason of return available on that type of mortgage. Little if any mortgage money is available for VA offerings because of prohibitive discounts necessary to bring them into line with market yields. Recent increase in FHA rate has made these loans more attractive, but discounts ranging from 1 to 5%, depending upon geographical area, appear to be deterring many builders. The outlook seems to indicate continuance of interest rates on present

(Continued on page 235)

LUMBER DEALERS . . .

How to up your sales and build profits

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

In our continuing search for new and better ways to build profits we tend to forget that we can often make even more money by doing a better job on the fundamentals of good selling which are too often neglected.

For example, we all know that there's no quicker way to antagonize and probably lose a good lumber yard customer than by selling him or her the wrong type, size, grade, or quantity of material. If, for example, the salesman sells too small a quantity, the customer is put to the trouble of returning to the yard, or going somewhere else to buy the additional quantity. He loses time and patience. If the salesman sells too large a quantity, the customer is stuck with it and feels he has been imposed upon.

We also know, but tend to for-

get, there is one sure way to avoid most of these selling errors. That is by asking the customer one key question, "What are you planning to use it for?" The question always should be asked unless the customer's order is so definite as to indicate he knows exactly what he needs.

Asking the key question not only prevents mistakes that may lose customers. It also serves one other very important purpose by opening the door to making a larger and more profitable sale. For example, the customer who comes in for a half dozen 1x8's may be planning to put up a few shelves or build a simple bookcase. Or, he may be starting a bigger job such as finishing off his basement or building a dark room. The salesman who brings out that information has a chance to sell the whole bill of materials needed for the job before the customer buys the rest of his needs elsewhere.

When there is a crowd of cus-

tomers waiting for service there is a great temptation to save time by guessing what the customer really needs, but too many wrong guesses spell trouble. Manufacturers of many products sold in lumber yards are doing an increasingly good job of telling, on their labels and containers, how to use their materials, what grades to use for what purpose, how much is needed to do a given job, and so on. But lumber, the backbone of every dealer's sales volume, presents a special problem since it ordinarily comes unwrapped.

The lumber manufacturers' associations do a fine job of making available the necessary information about how to use their product but the only way they can channel the facts to large numbers of customers is through the dealer—either in printed or oral form.

That question, "What are you planning to use it for?" is the best safeguard against costly or embarrassing mistakes.



Northup

Community facilities: who is going to pay the price?

Communities throughout the country have been trying to stop home building by crying the age-old problem, "Who's going to pay for community facilities?"

New homes increase a town's population. Communities, afraid that they will not be able to accommodate new-comers with proper schools, sewerage, and other facilities, have placed the brunt of the expense on builders' shoulders. (See American Builder survey, p. 19.)

It is rare when the problem does not exist. Dallas' HBA, serving the city and nearby communities, has no complaint about local government taxing builders for the cost of community facilities.

According to Herbert De Shong, executive secretary of the association, there have been no major increases in costs for community services to developers and builders recently. Here's the reason:

De Shong reports that the association and its members work closely with the city government and its departments to stay acquainted with trends. Frequently it presents studies to the city which give builder-developer opinion on community facility matters.

For example, in January, the city presented voters a bond issue covering a two months program which would extend sewer and water lines.

This program also included major water supply expenditures which would take more time.

The builders and developers aided the city by telling the public the problems which had to be worked out. The voters gave full approval.

De Shong said, "While there always are problems arising which must be worked out, we feel the Dallas area has very singular history in efficient local governments and industry cooperation—all resulting in general public benefits."

Tucson HBA fights back

But in Tucson, Ariz., the situation is more typical of what's been happening around the country.

Ellsworth A. Moe, executive secretary of the Tucson HBA, said the city and Pima County have been trying to saddle home builders with community facility costs.

The HBA has been fighting a proposed ordinance on subdivision regulations. Under it, builders would be given the responsibility of granting portions of subdivisions for park and recreation use.

An HBA committee on city-county affairs, under the chairmanship of E. J. Manely, headed off this proposal in a meeting with the city council. The same problem arose in Pima County and the HBA

is now working with the County's planning and zoning committee to try and change the proposal there. They expect to be successful.

The association is asking the County to buy up park sites in unsubdivided areas in anticipation of urban growth. This practice has already been adopted by the five school districts in greater Tucson.

California's headaches

There is a definite tendency to stick home builders in Southern California with community facility costs. And according to Harry Stewart, executive director of the Building Contractors Assn., communities try to outdo each other.

Like Tucson, city governments expected builders to provide land for parks. A common practice was to delay final approval on maps until land was donated. Recently the BCA got a court decision which killed land donations.

Acreage assessments on subdivisions, extra charges for future sewer work, flood control, ornamental street lighting are just part of the tax builders are expected to bear.

To put an end to these practices, the association is now getting the attorney general's opinion on just what the rights of the cities are.

It is also holding meetings with leagues in other cities and has 18 chapters working with local committees to help on revenue problems.

Although the community facility problem will be with builders for a long time, close cooperation between builders and enlightened local governments points the way to brighter days.



TIGHT MONEY? There's plenty in Texas where they print their own. "Dick" Hughes (R) told how to get the real stuff at a Texas Panhandle HBA meeting. Listening are Charles Bates, pres. (C), and Donald Mason, secy. (L).



SWEDISH VISITOR to Houston's Sharpstown is Jarl Hjalmarsson (C), delegate to the U.N. His visit was part of a tour of U. S. home building projects. Shown with him are his wife (L), and Frank W. Sharp, developer.

STYLED TO



PLEASE



Unless your homes are planned carefully for modern living, unless they are *STYLED TO PLEASE*, the sales you made last year are not bringing you a volume of prospects, today.

R.O.W High-Lite gliding windows are *STYLED TO PLEASE*. Owners tell their friends about the windows that look better and work better. They praise the windows that lift out from inside the house for easy washing or painting. They are pleased with the spring pressure guides that keep the windows weather-snug and free from rattles—yet easy to operate.

They like the warm look of wood and the freedom from annoying condensation on sash and sills. They know that these windows are not only beautiful, but are *STYLED TO PLEASE*. They become prospects as second-time buyers and they are the very best kind of salesmen for the builder. Incidentally, R.O.W High-Lite windows are easier to install.

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Tested and proved

Here's the secret—A stripe of special Seal-O-Matic Adhesive is factory-applied to the underside of each shingle. The sun's heat seals it down automatically. Seal-O-Matics grip tight, stay flat—even in hurricane force winds.

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inal self-sealing shingles, have an adhesive stripe of exclusive design:

Wide stripe—provides large bonding area

Thick stripe—assures bonding even under unfavorable conditions

Continuous stripe—eliminates

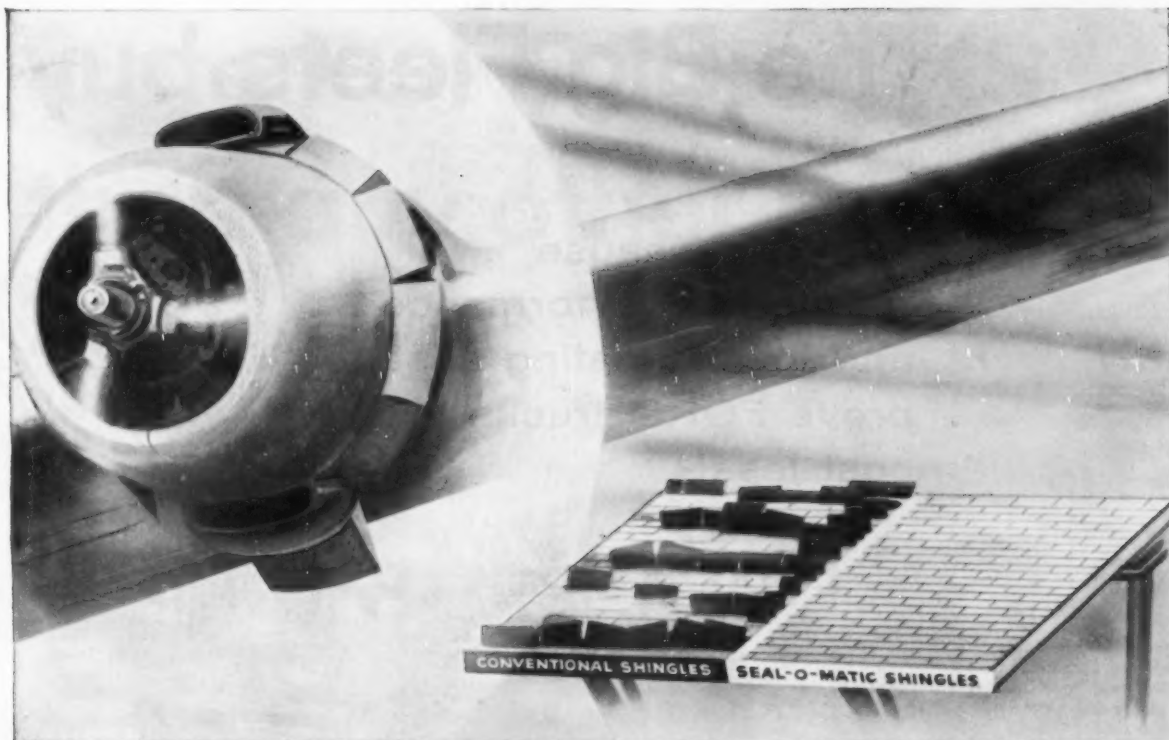
openings through which water may enter

Full-length stripe—protects corners from being lifted by wind or cold

Protected stripe—keeps adhesive free of foreign matter which would interfere with sealing



Johns-Manville



in hurricane winds!



Complete merchandising package for builders

It includes wall plaque for model homes, owner's certificate of application, imprinted literature for model home visitors, movies, still pictures. And J-M backs you up with

national magazine and network TV advertising. Order today, *free*, from your J-M Representative or write Johns-Manville, Box 111, New York 16, N. Y.

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Why?...because
on-the-job performance
and low operating costs
prove FORD trucks
cost less!

New F-100 pickup with Styleside body, standard at no extra cost. Flareside body with wood floor also available. Both types in either 6½- or 8-foot body lengths.



Billions of miles of on-the-job experience have proven Ford's dependable performance and low operating costs to the big fleet owners.

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CREW BUILDERS SUPPLY COMPANY
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CAMPANELLA & CARDI CONSTRUCTION CO.
Warwick, Rhode Island
W. S. BELLows CONSTRUCTION CORP.
Houston, Texas

RENIER CONSTRUCTION COMPANY
Lansing, Michigan
PHOENIX DEVELOPMENT COMPANY
Omaha, Nebraska
GEE COMPANY
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SHERMAN CONCRETE PIPE COMPANY
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FORD TRUCKS COST LESS

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LAST LONGER, TOO!

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New Ford Medium Duty trucks have higher horsepower and more rugged chassis construction. Your choice of three modern Short Stroke engines—V-8 or Six.



From the street: formality.

Inside: open planning offers a choice.

Ultimate result: a combination of . . .

Two-speed living —



FORMALITY INDOORS is provided in these living and dining rooms set apart from activity centers such as kitchen and family room. For outdoor formality a patio adjoins the dining room (foreground).



INFORMALITY INDOORS is reflected in family room (foreground) and kitchen with snack bar. Outdoor terrace to left of kitchen (see opposite) adds to casual layout. Entry gives direct access to formal or informal areas.

of the MONTH for May

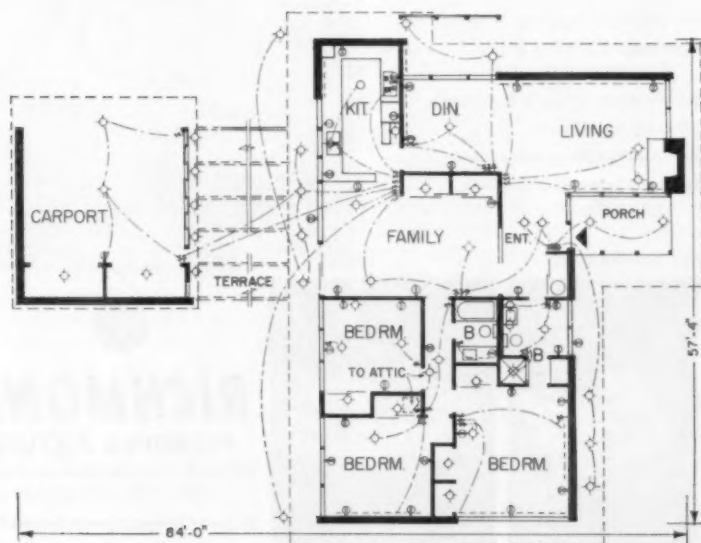
DALLAS BUILDERS Gordon L. Wright and Associates oriented this house north and south, but air conditioning can adjust any house not perfectly oriented to its lot.



Photos: John Rogers



indoors and outdoors



OUTDOORS, open planning features a solid window wall in every room but the kitchen, whose windows look out on spacious terrace (above). Overhead trellis, louvers shield against hot western sun. Sliding glass panels join terrace to family room.

ARCHITECTS Herschel Fisher and Donald Jarvis, A.I.A., designed this model as *Living for Young Homemakers' Electri-Living* house in Dallas. Note how completely they provided for cross-ventilation, so vital to comfort in this section of Texas.

Award winning development- plumbing fixtures by **RICHMOND**

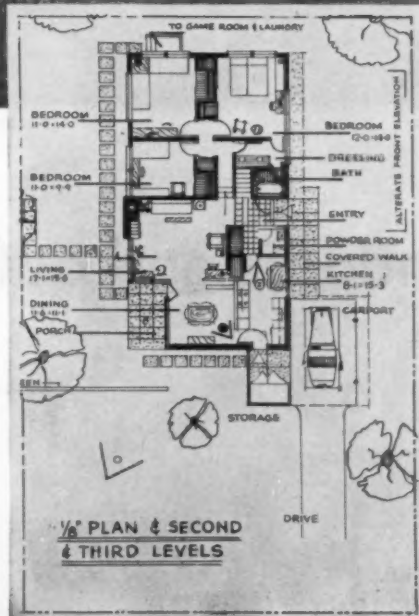


SUMMIT PARK OF MT. WASHINGTON
BALTIMORE COUNTY, MARYLAND



Concentration on sound planning and basic quality make Summit Park an outstanding example of modern housing. The result has been not only a special citation by civic groups—but also a record of sales success. To date 203 houses have been built—203 houses have been sold to satisfied customers. Naturally, like so many builders who put quality first, the Herbert Construction Company installed plumbing fixtures by Richmond. The same clean-line styling, sparkling colors, lasting beauty and performance have a place in your future plans. Write for complete catalog, or consult Sweet's Catalog File.

BUILDER—Herbert Construction Co. **ENGINEERS**—Whitman, Requardt & Associates
ARCHITECT—Thomas G. Jewell **SITE PLAN**—Bernard M. Willemain
PLUMBING CONTRACTOR—Joseph Sandler, Inc. **SURVEYOR**—Nathan Scherr
PLUMBING WHOLESALE—The James Robertson Manufacturing Company



TYPICAL RICHMOND FIXTURES FOR SUMMIT PARK



RICHMOND
PLUMBING FIXTURES

Division of Rheem Manufacturing Company
16 Pearl Street, Metuchen, N. J.
The Fastest Growing Name in Plumbing Fixtures

Western Views

By **BILL RODD**
WESTERN EDITOR

WESTERN EDITOR

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▼ **A PLANNED NEIGHBORHOOD** called Raleighwood will result from the efforts of 11 architects and designers in Portland, Ore., who joined forces in a design-team. Each will design a home in the \$25,000 to \$35,000 price bracket. Members of the team will consult with each other so that the group of homes will blend in an integrated community, although each will be completely individual. The developers are inviting builders to view the plans on these homes which are available for construction.

▼ **"UPGRADING" THREATENS LOW-COST HOUSING** according to Arthur L. Lynds, president of the San Diego BCA. Lynds does not object to higher standards for those who can afford more expensive houses. What concerns him is that these standards made mandatory by law or administrative action also apply to housing for low-income families and it "prices them out of the right to own a home." He refers to steadily increasing requirements in building codes, in developing lots, in community facilities. He

said, "Most of us would like to have a new Cadillac. But wouldn't it be ridiculous to require that every one either buy a Cadillac or walk?" He did not mention FHA and VA requirements which chafe many builders.

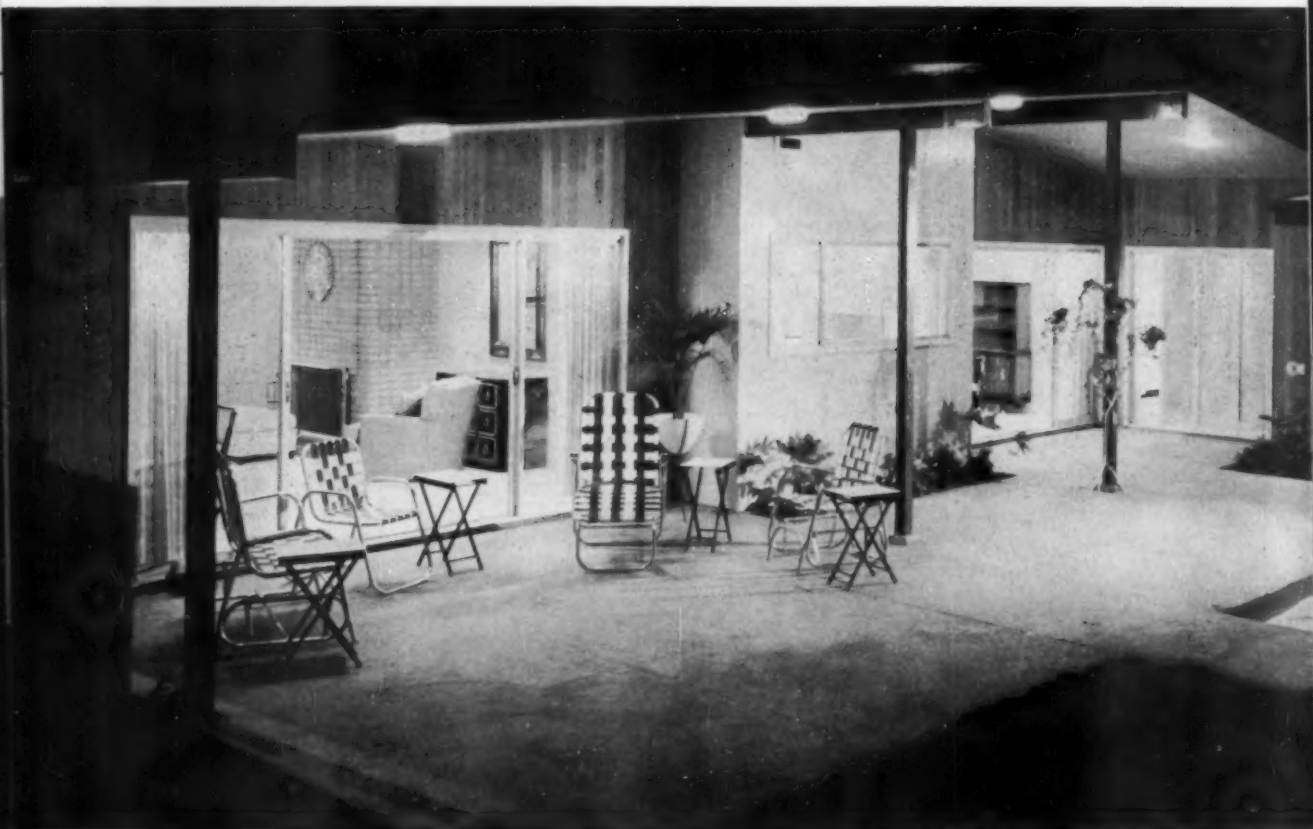
▼ **OUT-OF-TOWN LICENSE FEES ATTACKED.** Recently a Los Angeles electrical contractor won a test case precipitated by his refusal to pay license fees in Culver City, Cal., because he was already licensed by the state. He was arrested by the city and, after posting bond, he filed action against the city. He won his case in Superior Court and in the District Court of Appeals, but the Supreme Court refused to review the case. Now the Southern California Assn. of Cabinet Mfrs. is seeking a restraining order against all cities within the court's jurisdiction who assess such fees on contractors not having their regular place of business within the city. In order to make the move statewide it seems to be necessary that interested parties take the same action with each Superior Court in the state. The

fees imposed by individual cities and towns range as high as \$100 for a year's license and constitute an important cost to contractors doing business outside their towns.

▼ **CONVENTIONAL FINANCING** was recommended by Carl Gellert, NAHB national director, in remarks to his local group in San Francisco. He predicted that FHA and VA will be tougher in the future on appraisals, inspections and come-back service and said, "I believe builders should finance more through conventional financing and use of second mortgages and trade-ins . . . even though this will mean higher down payments and harder selling."

Western Advertisers Index

- Bourne Products, Inc. ... 32K
- Columbia-Geneva Steel Div., U. S. Steel 32M
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- Gladding, McBean & Co. 32N
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How to dress-up a western

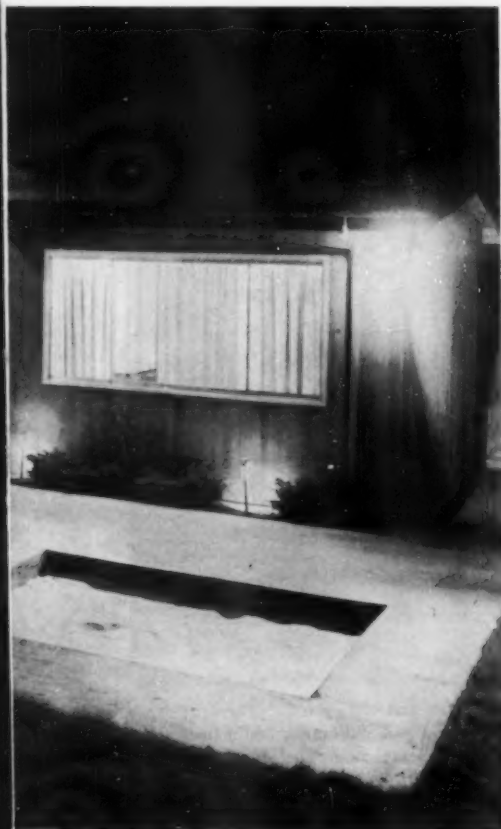
How do you build a house that sells itself? Start with a good design—add 150 electrical features—and no buyer will be able to resist it. Jack Nunn, of Portland, Ore., did just that when he put up the Electri-Living show house.

Designed by Walter Gordon, the house is one of 22 electric homes sponsored by *Living for Young Homemakers*. Both Nunn and the Portland General Electric Co., co-sponsor, won *Living's* top prize for the job they did. Right now it's being duplicated all around Oregon.

Buyers want convenience in their homes so Nunn showed them the benefits of electricity. The newest electrical innovations and appliances are apparent everywhere. And there's adequate house-power to take care of them too. A 400-amp service center and 35 circuits and circuit breaker panels can easily handle all 150 electric features. Extras include a Home Music intercom system, a fire alarm, and a Hydroguard by Powers Reg. which controls water temperatures.



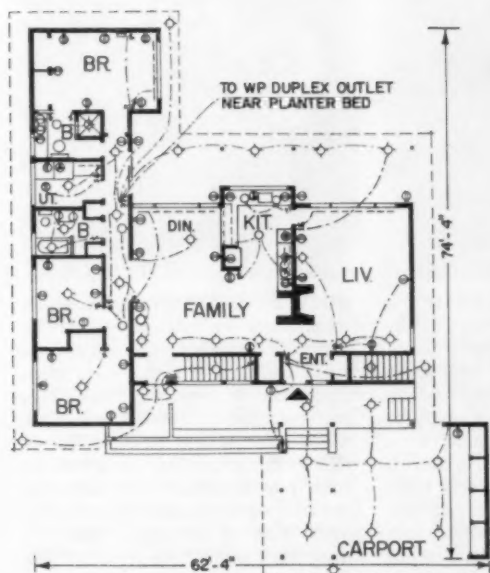
VALANCE FLUORESCENT LIGHTING, always attractive to a buyer, is used in the living area. It is controlled by dimmer switches that produce variable light levels. Traverse lamp over table moves in any direction.



HERE'S A CLOSE-UP of the night lights used on the patio. The fixtures are recessed into the closed soffit. Weatherproof electrical outlets were used. By building the lights into the soffit, the lines of the house were kept intact. Night lighting allows the outdoor area to be used at all times.

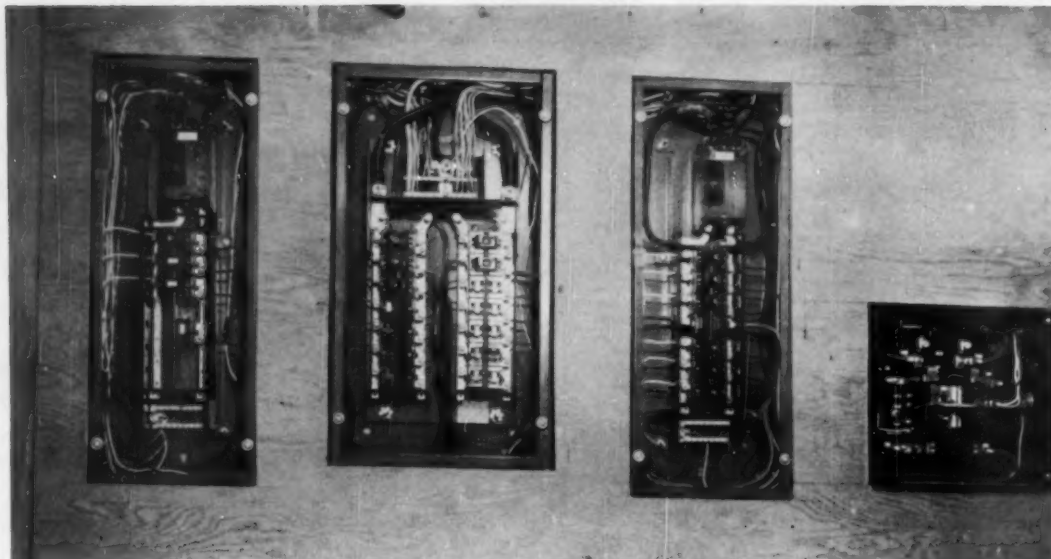
EMPHASIS was placed on decorative lighting which was also functional. The fenced-in patio area is well-lit by recessed fixtures, and along the sides accent lighting adds to the effect. Both types assure a well-lighted play area. Entrance to the patio is provided from the bedroom and living side of the house.

house electrically



LOW-SWEPT LOOK is achieved by continuous eave lines of rear and front elevations. Back and front have an 8' overhang which offers weather protection. The interior, 1,470 sq. ft., was planned to provide efficient living. Note the wiring system.

HOW TO DRESS-UP A WESTERN HOUSE ELECTRICALLY continued



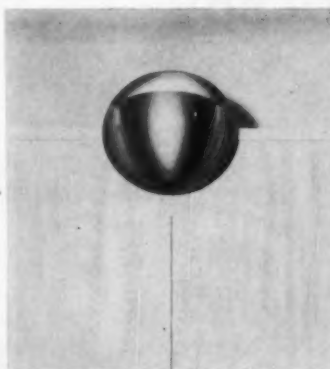
RULER OF THE HOUSE is the 400-amp service panel with a total of 35 circuit breakers. Without this center the 150 electrical features could not work. The house has five different electrical heat applications which work off the

center—baseboard, wall and ceiling units. There is also a sunshine room with heat and sun lamps, and a heat pump which acts as a supplemental unit. The smaller panel on the right is for heat control, cuts from 220-110.

How this 400-amp service center becomes the core



A SURE-SELLER for any house is specially designed lighting. The master control, besides being able to turn the lights off and on throughout the house and yard has another feature—a dimmer control by Luxtrol. By turning a dial this control can produce various intensities of light from very dull to reading levels. It works for the valance lighting in the living area. In the kitchen, lights were designed to be completely shadowless, so work could be performed with ease.



MODERNISTIC OZONE LAMP was included as part of the kitchen equipment to help destroy cooking odors. It's mounted on a cabinet right above the cooking units, and works hand-in-hand with a double exhaust ventilator which removes steam from the area. Besides being functional, the lamp is decorative. The manufacturer is Westinghouse. The Textolite counter tops (not shown) have wire mold every seven inches for flexible use of electric appliances.

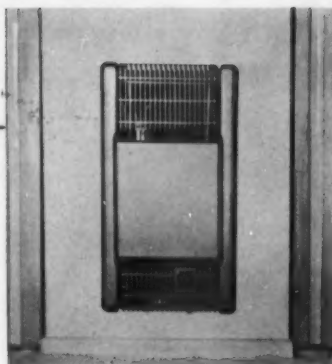


BOTH BATHROOMS and the utility room have exhaust ventilators by Pryne. In the utility room, the exhaust keeps moisture at a minimum when equipment is operating. Ventilators are controlled by time-delay switches which automatically turn the motors off. Switches can be set anywhere from 1 to 30 minutes. A convenient clothes drop from each bath and bedroom leads to the utility room. Its large work area houses a washer and dryer, and a wall-heat unit.



WEATHER-CONTROL SYSTEM.

This outside thermostat, which is really an "anticipating" control, is only part of the electric heating system. This versatile house has five different applications of heat. Each technique has been placed in its particular place for its suitability and use. All are controlled from a master switch. This outside thermostat is connected to an inside unit, and acts as a steady temperature regulator for the house in winter and summer.



ANYTIME OF THE YEAR

the Electri-Living house is set at a comfortable temperature. Some of the heating devices have a dual purpose like this Wesix air-to-air heat pump. Besides cooling the entire house in the summer, it acts as a supplemental heating unit in the winter. One of its main features is an air purifier which keeps the house free from dirt and grime. The pump, like the other heating units, works off the master control located in the hall.



ONE GIMMICK BUYERS GO FOR

is a master control panel. This one in the Electri-Living house is located in the master bedroom and has a Remcon low-voltage light control wired into it. A flip of the switch turns lights off or on in other parts of the house or yard. A dimmer switch, wired to the control, can produce several light levels. The panel works off the 400-amp center. Throughout the house, lighting was planned to be functional, and to enhance the decor.

for electrical sales gimmicks



HIGHLIGHT of the house is this unique sunshine room on the downstairs level. It is equipped with sun lamps (all have Timeaire controls) to provide the benefits of sunshine all year. There are three heat lamps and three sun lamps. All but one of the sun units are recessed into the ceiling. The odd lamp is a pull down type, for concentrated sunbathing, and it can be adjusted to any height. A separate circuit controls the lamps; another circuit the regular outlets.



HEAT CABLES in the ceiling provide electric radiant heat for the hallway. They are only one segment of the house's system. Wall thermostat, connected to outside thermostat, and the master control are also located here. Besides the hall, the family room, kitchen and living room are warmed by ceiling units. Other heat applications are found in the three bedrooms which have baseboard units. For quick concentrated warmth, the baths have wall heaters.



FOCAL POINT of the house is the kitchen designed to provide maximum efficiency. Built-in range, oven, refrigerator, garbage disposal, and dishwasher are by Admiral. A Stanthony hood is over the stove. The master control unit of the inter-com system is also in the kitchen. One highlight is a fireplace which can be used for regular or charcoal broiling. There are several outlets on the counter tops for electric appliances—among them a mixer and blender.

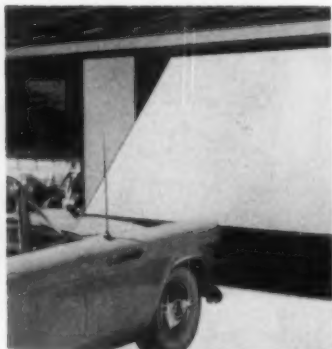
HOW TO DRESS UP A WESTERN HOME *continued*

WHAT ————— HOW

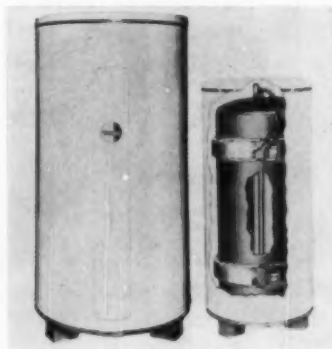


"UPLIGHTING" instead of flood-lighting is suggested for dramatic outdoor effect. Fixture of copper and bronze is reflector-type lamp, half-shielded so that its light is not visible directly except as it shines on tree. Uses one 150-watt bulb. Fixture costs about \$24. Kim Lighting Co., Dept. AB, Pasadena, Calif. (No. 5064-W, page 132.)

4 ways to add electrical interest



EASY OPENING for the garage door can be had with the installation of an "Ez-O-Matic" garage-door operator. Radio controlled, door opens with touch of receiver button in the car, can also be operated from button inside garage. Stops automatically for any obstacle. Russell Bros., Dept. AB, 1005 W. 17th St., Santa Ana, Calif. (No. 5065-W, page 132.)



FREEDOM FROM RUST is guaranteed with this new glass-lined electric water heater. Lining is permanently fused to the tank, will not crack or chip. "Equato-Ring" unit in each tank provides one gallon of 150° water every three minutes. From Norris-Thermador Corp., Dept. AB, 5215 S. Boyle Ave., Los Angeles 58, Calif. (No. 5066-W on page 132.)



QUICK LIGHT for fireplace logs or barbecue charcoal in the form of this electric lighter. Priced at \$7.98, the lighter need only be plugged in next to fireplace or barbecue for safe and fast job of lighting fire. Burn-proof phenolic handle. Meteor Enterprises Inc., Dept. AB, 424 N. Varney St., Burbank, Calif. (No. 5067-W on card, page 132.)

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it's done**

***This beautiful, pre-finished wall
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SANDALWOOD...new, light color makes ALL ordinary hardboard obsolete

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You don't need a crystal ball to forecast costs accurately! Fuller's Package Plan **guarantees** you a firm, competitive price on all Fuller Building Products used in your building program over an agreed time period of up to one year!

HOW BUILDERS SAVED 6½%

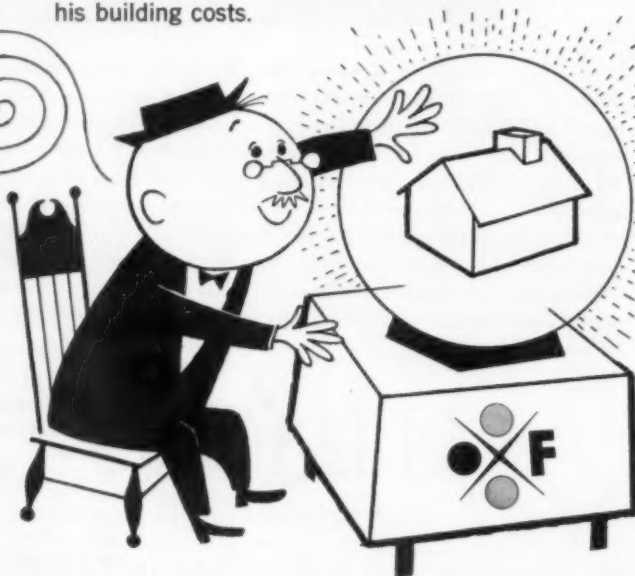
Last year, when the costs of glass, aluminum and glazing increased 6½%, builders who bought these products through Fuller's Package Plan were **fully protected against this increase!** Saved \$30.00 to \$40.00 on the average home.

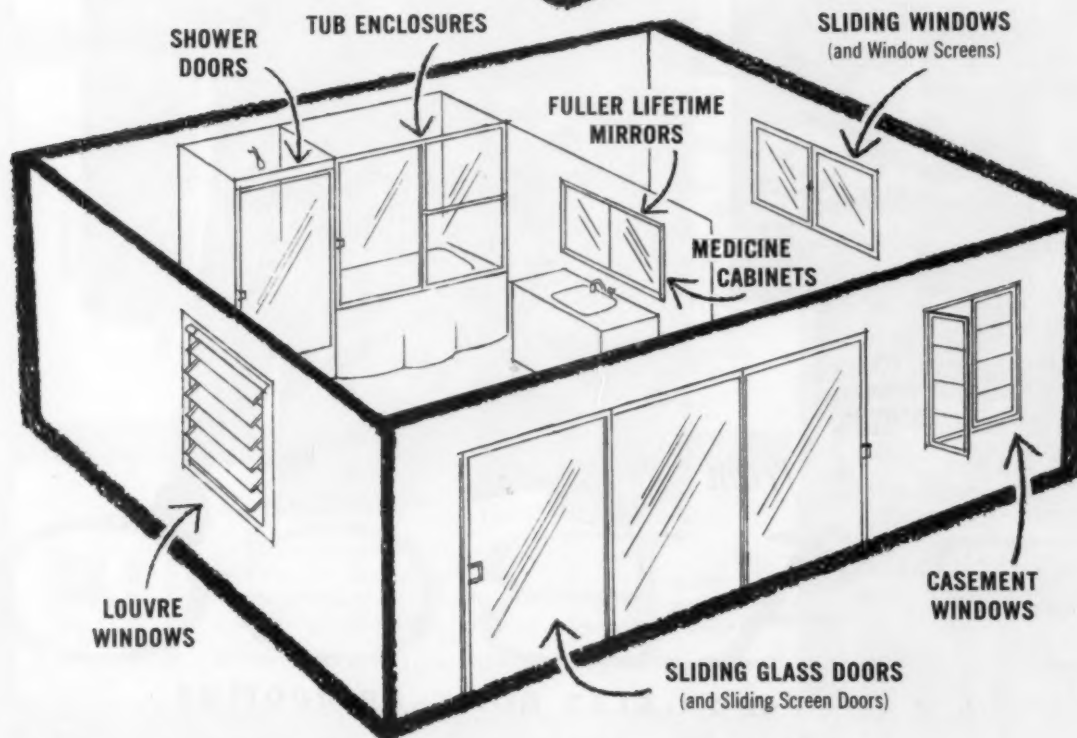
WHAT THE PACKAGE PLAN MEANS TO YOU

Accurate cost forecasting • Protection from increasing prices • One company to deal with • A single matched design and finish for all products • One contract for your complete order • One delivery to expedite your order according to your schedule.

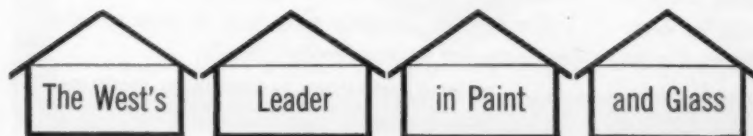
THE NEW TRIMVIEW LINE

Fuller's new Trimview aluminum components for glass are unsurpassed in quality and beauty. Designed by glass experts, Trimview products are engineered to meet the standards of the builder; competitively priced to meet his building costs.





FOR FULL INFORMATION, contact your Fuller Sales Representative, or: W. P. Fuller & Co., Glass Marketing Division, 301 Mission St., San Francisco 19, Calif.





Now! The Man from

PABCO

introduces new **PABCO-GLAS BUILT-UP ROOFING**
and **GLASS FIBRE-REINFORCED ASBESTOS FELT**

Here are the newest, most modern built-up roofing materials yet! Pabco-Glas (manufactured with genuine Owens-Corning Fibreglas mat) is lightweight, inorganic and available in base sheets, ply sheets, combination sheets; and mineral cap sheets in red, green, black, and silver. New Pabco Glass-Fibre-Reinforced Asbestos Felt

is lightweight, strong, fireproof... extra-flexible for fast, easy application. Ask the Man from Pabco to show you how to profit with these *new* Pabco built-up roofing materials. It pays to rely on Pabco for all your roofing needs.

PABCO BUILDING MATERIALS DIVISION
 asphalt roofing • asbestos-cement • gypsum products
 Fibreboard Paper Products Corporation, San Francisco 19, California

BOURNE DUAL-FIN® ALUMINUM WINDOWS

Weathertight! Beautiful! Permanent! Economical!



Even a hose can't force water through Bourne Jalousies!



EXCLUSIVE, PATENTED DUAL FIN CUTS INSTALLATION COSTS—KEEPS OUT WEATHER!

Bourne's patented Dual Fin is a $\frac{3}{4}$ " integral extension of the extruded aluminum frame, serving as a nailing flange in frame construction or an anchor flange in masonry construction. Any Bourne Window can be plumbed, squared and installed in five minutes. Exclusive capillary weather seal around all vent openings keeps out wind, dust and rain. Bourne has the right frame for every installation. Architects who specify Bourne Dual-Fin Windows assure lifetime satisfaction.



WRITE FOR NEW ILLUSTRATED CATALOG

This new 16-page Bourne Dual-Fin Window Catalog tells the complete Dual-Fin story, with size diagrams of all four styles of Bourne Aluminum Windows, and complete installation details. Mailed promptly on request.

DEALERS! ASK ABOUT THE PROFITABLE BOURNE FRANCHISE!



TO BE BEST!

BOURNE PRODUCTS, INC., EL CAJON, CALIFORNIA

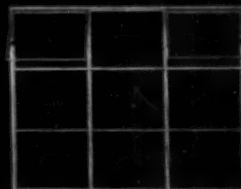
FOUR POPULAR STYLES



Bourne Aluminum
Casements in a wide range
of stock sizes.



Bourne Aluminum
Jalousies for windows
breezeways, porches.

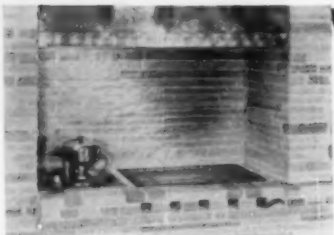


Bourne Town & Country
Windows for modern
ranch house styling.



Bourne Diamond Patterns
bring Old-World charm
for modern homes.

PROMPT SERVICE
ON SPECIAL-ORDER
CUSTOM DESIGNS



**Indoor barbecues
are easy to install**

Styled for clean, attractive interior installation, the Goodwin "Haciendas" come in six models and three styles. Enclosed drop-in type shown above has divided chrome grill, skewer supports, deep firebox with movable sides to reduce size of fire area when wanted, heat-control mechanism, sturdy steel frame, black enameled. Goodwin of California, Dept. AB, 1075 Second St., Berkeley 10, Calif.

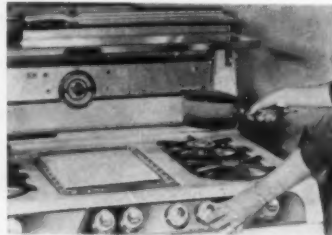
Circle No. 5068-W on reply card, p. 132.



**Weathertightness plus
ventilation in window**

Complete protection against the elements, particularly rain, is promised by the makers of this Dual-Fin Window. Long-lasting aluminum frame needs no painting, jalousie-styled glass opens for complete air circulation or can be adjusted to admit as little air as desired. Jalousie window comes in three other styles. More information from Bourne Products, Inc., Dept. AB, El Cajon, Calif.

Circle No. 5069-W on reply card, p. 132.



**Burner control for more
cooking convenience**

Featured in O'Keefe and Merritt's new gas ranges is a thermatic top-burner control. This new, automatic feature allows housewife to cook without burning, boiling over, overcooking, etc. Simple set of the dial provides for entire cooking process. Also featured: top range shelf for extra meal convenience; two electric outlets; griddle plate. O'Keefe and Merritt, Dept. AB, 3700 E. Olympic Blvd., Los Angeles, Calif.

Circle No. 5070-W on reply card, p. 132.

**"We build convenience into every home...
from dishwashers to telephones!"**



...says George Artz, President of Alcan Realty Co., well-known Sacramento and Fresno builders. Their newest development includes color phones in bedroom and kitchen, and a month's free service with each home.



Today's homes are built with the buyer in mind . . . and one thing buyers want is complete telephone planning. That's why leading architects and builders, like Alcan Realty, include plenty of telephone outlets, and concealed wiring, as a matter of course. They know how much Telephone Planning can add to the all-around value of a home . . . that it makes for better-built homes and satisfied buyers.



Pacific Telephone

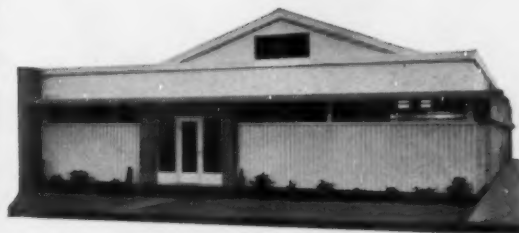
We'll be glad to help you plan built-in telephone facilities. Just call our business office and ask for our free Architects and Builders Service.

It pays to include Telephone Planning in every home you build!

whatever you need
build it better...faster...for less...with steel



Service Station by Fentron Industries



Plant Office by Calcor Corporation



Potato Cellar by Boise Payette Lumber Co.



Warehouse by owner

*Steel is the one material that gives you
 ALL these important building advantages*

GREATER STABILITY and longer life can be expected when you build with steel, the versatile metal.

LOW COST: Steel construction is precise, simple and fast. You get more usable space per dollar.

PROTECTION: Steel is your best protection against fire, wind, snow loads and stress from cranes. Steel is permanent!

VERSATILITY: Steel buildings are being used for every purpose. If you need a new building fast; one that will last . . . specify steel.

For offices, plants, stores, schools, farms, warehousing...

Give your buildings the advantage of steel

United States Steel Corporation • Columbia-Geneva Steel Division • 120 Montgomery Street, San Francisco 6



UNITED STATES STEEL

**"One of the features
that sold the house to us**



Jays on Oatmeal

...Hermosa Tile, in exclusive smart designs"



Keying color to home sales



Coordinating Tile and Wallpaper

Fact 1: The quicker you sell a house, the greater the profit...*Fact 2:* Color sells a home quicker...*Fact 3:* Modern builders depend on color coordination to sell houses faster. So — sales-wise, be color-wise for better profits.

When it comes to decorative tile, Gladding, McBean's famous Hermosa offers you the West's most complete selection of designs, colors and sizes. Send for our new decorative tile folder—2901 Los Feliz Blvd., Los Angeles.

...your key to faster sales — Hermosa!

HERMOSA Glazed Ceramic **TILE** —a product of Gladding, McBean & Co.

LOS ANGELES • SAN FRANCISCO • SEATTLE • PORTLAND • SPOKANE • PHOENIX



The Man from

PABCO

proves you get better-looking jobs with

PABCO GYPSUM WALLBOARD

When you hang Pabco Gypsum Wallboard, jobs go fast...waste is cut to a minimum. But the really big difference between Pabco and other wallboards is the way Pabco decorates. Great! The secret's in the surface paper...which Pabco

makes in its own mills. This superior surface takes paint or texture better than any other wallboard you can buy. Jobs look better...are more satisfactory...right from the start. Call the Man from Pabco and make him prove it.

PABCO BUILDING MATERIALS DIVISION asphalt roofing • asbestos-cement • gypsum products
Fibreboard Paper Products Corporation, San Francisco 19, California

Profit from a trend
with GETZ
imported hardwood paneling

Beauti-Plank

Here is individuality in select quality paneling that sells fast, stays sold and brings in blue chip referrals and repeat business. $\frac{1}{4}$ 4 x 8 panels faced with six random plank width veneers. Veneers are plain sliced, mismatched and grooved along the joint at varied intervals to fall on each 16" stud center. Beveled edges allow buttjoint installation. Comes in Teak, Oriental Ash (Sen), Oak, Birch, Walnut and Cherry.

Beauti-Panel

For your customers who desire a more formal effect, Getz Beauti-Panel offers carefully selected plain sliced veneers, matched, but not V-grooved. This exquisite panel brings out the beautiful grain of wood, and practically sells on sight. Available in: Teak, Oak, Birch, Walnut, Cherry and Oriental Ash (Sen).

For your customer and prospect lists.

Beautiful, FULL COLOR JUMBO POSTCARDS showing Beauti-Plank and Beauti-Panel are available for your local mailings. Contact your nearest Getz Bros. & Co. representative for full information.



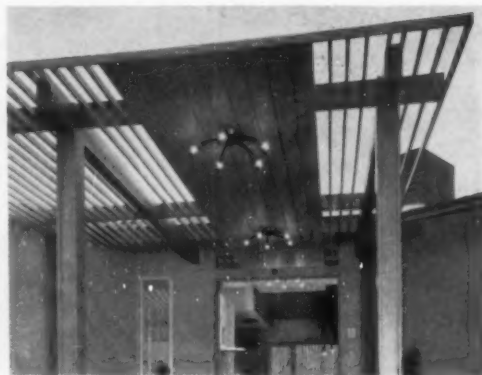
The Mark of Quality on Imported Wood Products

231 Sansome St.
San Francisco, Calif.

563 E. Green St.
Pasadena, Calif.

160 Broadway
New York, N. Y.

WESTERN BUILDERS KNOW:



ATTRACTIVE ENTRY FIXTURES are a must. Star bulbs are used in Starlite Home, La Canada, Cal. Made by Southland Lighting Co.

Fixtures can make ...



"ADJUSTABLE BULLETS" nicknames pull-downs in the Starlite Home. On a trolley, they can be moved from the counter to the table.

... or break a sale



LAMP POST in front of a Roy G. Staff house, San Bernardino, cost \$35. Wiring and miscellaneous cost another \$35. Planter was extra.



Interior designs by John and Earline Brice.

**Give any interior this fresh new beauty
BEGIN WITH A BEAUTIFUL BACKGROUND
of plastic wall tile**



"Begin with a beautiful background of plastic wall tile." This is the theme for the big '57 Dow advertising and promotion program for dealer-guaranteed plastic wall tile made of Styron®.

Dramatic interiors like this delightful "checker" laundry area will be featured in full-color national magazine advertising and in exciting promotion material.

Play up Styron plastic wall tile in your homes in any price range. Make the most of its extensive color range and versatile shapes . . . its unlimited decorating possibilities. Above all, stress its *guaranteed quality*. Your certified dealer can help you create new buyer preference with dealer-guaranteed plastic wall tile made of Styron. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department PL1553Q.



IDEA! Make a focal point of stripes in Styron plastic tile to underscore modern kitchens.

YOU CAN DEPEND ON



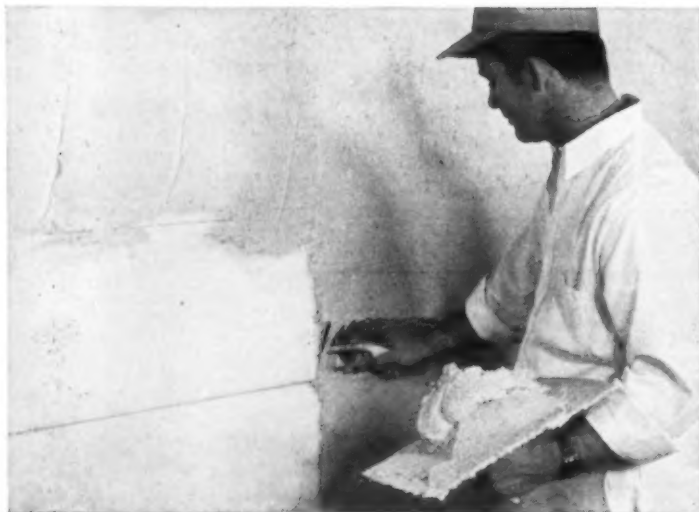


1. National Homes, Lafayette, Indiana, specifies Styrofoam 1" thick placed horizontally around the perimeter 12" from the foundation wall of the house.



2. Styrofoam insulation 1" thick is then placed at an angle 12" high against the poured foundation wall.

National Homes uses Styrofoam



A new concept for construction of all masonry structures:

Styrofoam is used to eliminate dampness and cut building costs. Portland cement mortar bonds Styrofoam to the masonry—permanently, without studs. Plaster keys directly to Styrofoam surface—smoothly, without lathing. No special training or tools are needed. And the warm, dry walls keep their smooth, crack-free appearance year after year. The man who looks ahead will investigate this!



3. Next the slab is poured—and that's it! From experience National Homes finds it has protection from cold and damp for the lifetime of the house.

for lifetime perimeter insulation

There are good reasons why this is so. The same reasons that can help you enhance your reputation.

Styrofoam* (a Dow plastic foam) is a homogeneous insulation with a remarkable combination of properties. This rigid insulation contains millions of noninterconnecting air cells. As a result, it can't absorb water. It provides true protection against dampness and water. Its low thermal conductivity stays low. In addition, it resists rot, mold, deterioration. And

having no food value, vermin and rodents won't bother it.

But what makes Styrofoam even more outstanding is its unparalleled performance in such fields as low-temperature and plaster-base construction . . . industrial equipment . . . roofs, cavity walls and wall panels. This clean, odorless, lightweight insulation has many applications that are well worth your investigation. You'll find Styrofoam pays off in lifelong efficiency and economy.

*Styrofoam is a registered trademark of THE DOW CHEMICAL COMPANY

For further information, contact your nearest Styrofoam distributor: CALIFORNIA, San Francisco: Western Foam Products, Inc. • CALIFORNIA, Los Angeles 13: Pacific Foam Products Company • FLORIDA, Tampa: The Soule Company • GEORGIA, Atlanta 8: Badham Sales Company • ILLINOIS, Chicago 11: The Putnam Organization, Inc. • IOWA, Des Moines: Wilson-Rogers, Inc. • KANSAS, Kansas City: Styro Products, Inc. • MASSACHUSETTS, Ipswich: Atlantic Foam Products Company • MICHIGAN, Detroit: Par-Foam, Incorporated • MICHIGAN, Midland: Floral Foam Products • MINNESOTA, Minneapolis 8: Edward Sales Corporation • MONTANA, Billings: Madden Construction Supply Company • NEW YORK, Rochester 20: William Summerhays Sons Corp. • NEW YORK, Long Island City 1: Styro Sales Company, Inc. • OHIO, Cincinnati: The Seward Sales Corporation • OHIO, Cleveland 3: Structural Foams, Inc. • PENNSYLVANIA, Plymouth Meeting: G & W H Corson, Incorporated • TEXAS, Houston: The Emerson Company • UTAH, Salt Lake City 10: Utah Lumber Company • WASHINGTON, Seattle 9: Wiley-Bayley, Inc. • WISCONSIN, Milwaukee: S & S Sales Corporation • CANADA, Edmonton, Alberta: Northern Asbestos and Building Supply Co., Ltd. • CANADA, Kitchener, Ontario: Durofoam Insulation, Ltd. • CANADA, Vancouver, B. C.: Wiley-Bayley Co., Ltd. Or write THE DOW CHEMICAL COMPANY, Midland, Michigan—Plastics Sales Department PL 174088-1.



YOU CAN DEPEND ON



NOW!

Wonderful new

KENTILE®

asphalt tile

helps clinch home sales!



Finer, smoother surface and exciting new coordinated colors make other asphalt tiles seem old-fashioned!

This smart flooring is now better than ever—with a finer, smoother surface, greater light reflectance, brighter colors, and an evener, lovelier marbleization than any other asphalt tile. Of course, too, it's a cinch to clean, resists dirt and grime, and lasts for years. And it can be used everywhere—even over concrete in contact with the earth.

What's more, homemakers are reading about Kentile asphalt tile in exciting full-page, full-color ads in *Life*, *Look*, the *Ladies' Home Journal*, *The Saturday Evening Post* and others with a total circulation of over fifty million. No wonder it promotes *faster* sales of development units. For complete details, contact your local Kentile Flooring Contractor listed under FLOORS in your Classified Phone Directory.

TODAY'S SMARTEST FLOORS WEAR KENTILE

KENTILE FLOORS

BROOKLYN 15, N. Y.

AVAILABLE IN ASPHALT TILE • VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • CORK AND RUBBER TILE... OVER 150 DECORATOR COLORS

GRANT'S QUALITY PRODUCTS HELP SELL YOUR HOMES FASTER!

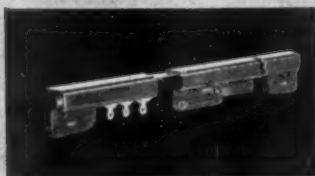
Prospective home owners are looking for built-in features. Grant, *keeping pace with the market*, offers you two outstanding products, designed to help sell your homes more easily:

the Grant Folding Door and Grant No. 2200 Drapery Hardware. Both speed your prospects' decision to buy your home!

GRANT NO. 2200 DRAPERY HARDWARE

Larger glass areas give builders the opportunity to capitalize on Grant's permanent drapery hardware. Unexcelled for fine appearance, sound construction and durability.

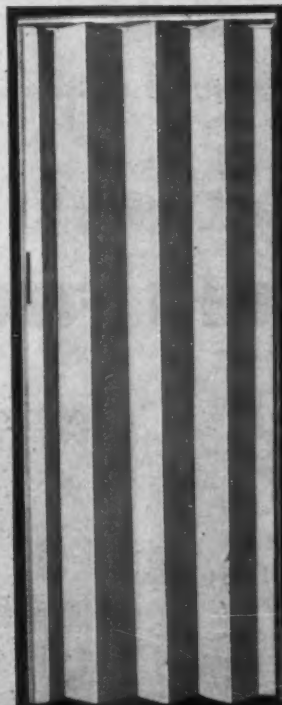
Grant No. 2200 Drapery Hardware is simple to install. You'll find the addition of this small cost item is a large plus in your selling results.



THE GRANT FOLDING DOOR

*A Real Door
That Folds*

Styled by Paul McCobb, the Grant door has a solid core, $\frac{3}{16}$ " thick/vinyl is permanently laminated to core/ is sound-proof, light-resistant/can be trimmed with hacksaw/takes minutes to install/ comes in four colors and a variety of sizes/is equipped with a friction catch/has new, fabric covered, fascia strip.



Write for your copy of the 108 page Grant Reference Catalogue. Important information on the full line of Grant Sliding Hardware. A reference book for all your sliding needs.

Outstanding single source for Sliding Hardware.



**PULLEY & HARDWARE
CORPORATION**

31-63 Whitestone Parkway, Flushing 54, N. Y.
944 Long Beach Avenue, Los Angeles 21, Calif.



1. Fir plywood cabinets and built-ins add livability and salability

Your sales story is built-in, too, when you offer prospects plenty of storage space. And what material makes more sense for built-ins than fir plywood? It's low in cost, large, light and easy to use. Fir plywood speeds work, simplifies framing and carpentry work. Plan now to offer your prospects the "plus" that makes sales in today's competitive market—fir plywood cabinets and built-ins, lots of them.

Add the with FIR PLYWOOD

2. Give your homes the look of luxury with low-cost fir plywood paneling

Use fir plywood for an entire feature wall—or as a smart accent for other materials. Either way a little fir plywood paneling does a lot to help you sell homes faster and at greater profit. Fir plywood doesn't have to be "babied" on the job. It goes up quickly, takes any finish. Fir plywood comes in standard grades as well as several new textured panels that enhance wood's natural warmth and beauty.



Bedroom built-ins include roomy wardrobe and drawer unit and built-in bunk beds to permit owners to move in with minimum investment for furnishings.



Carport storage makes up for lack of bulk storage area in garage or basementless homes. Exterior plywood lockers for garden and patio gear fit trend to outdoor living.



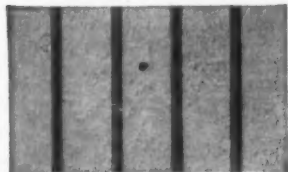
Kitchen built-ins like this range and oven unit make a big hit with your women prospects. Plywood cabinets won't dent or rattle, can be easily re-finished.



In every room, fir plywood built-ins boost loan value

“custom touch” (at low cost) built-ins and paneling

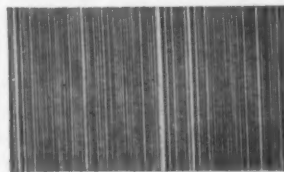
Smart modern textures dramatize fir plywood's real wood beauty



Texture One-Eleven Exterior plywood has deep parallel grooves, subtle surface texture.



Brushed plywood accents grain pattern with striking third-dimensional effect.



Striated plywood. “Combed” pattern created by closely spaced parallel striations.



Embossed plywood has distinctive designs permanently pressed into surface of panel.



Fir Plywood

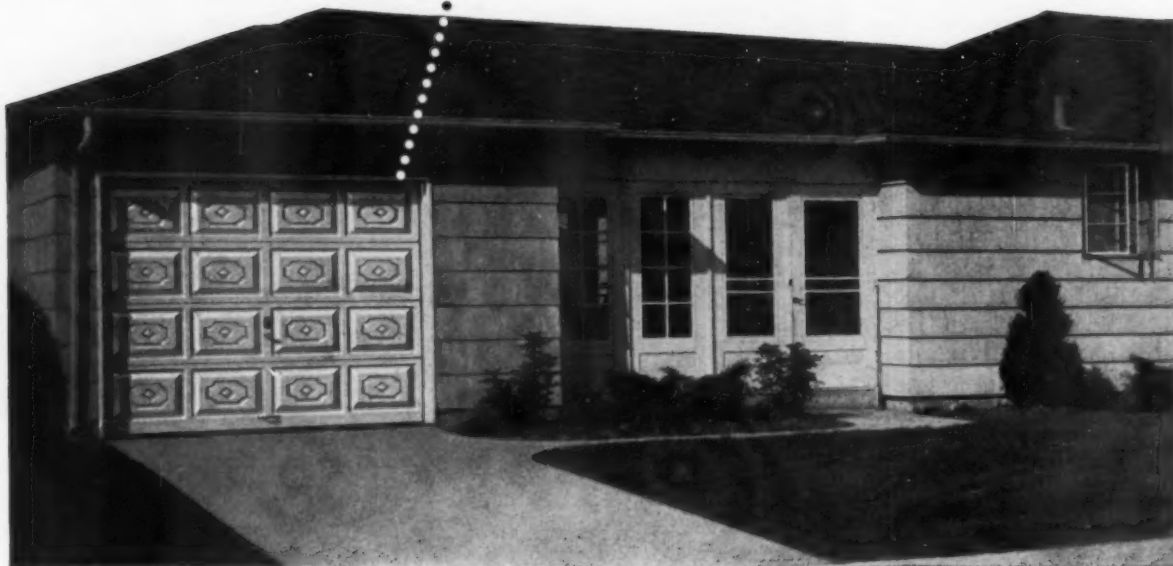
means quality construction

Fir plywood design ideas—New portfolio includes ideas for plywood built-ins, color illustrations and descriptions of new textured panels, specification and construction data. Write (USA Only) Douglas Fir Plywood Association, Tacoma 2, Washington.

A RŌ-WAY GARAGE

DOOR SAYS:

"this is a quality-built home!"



They drive up and stop—attracted by the smart lines of your model home and the colorful, high-style of the Ro-Way overhead type garage door. A short tour and they see that this beauty is backed by quality materials and workmanship. They're sold.

Look at the picture. You can see for yourself how the Ro-Way door sets off the charming lines of this home. And it's only one of Rowe's more than 40 Individualized Designs. Carved panels, applied rosettes, accent moldings and full-flush sections permit unlimited decorative combinations. And there's also a wide range of standard panel Ro-Way doors.

But that's only half the story. Behind this smart styling is rugged, engineered construction. In a Ro-Way door you get seasoned lumber with glued and steel-doweled mortise and tenon joints. You get ball bearing rollers and big, perfectly balanced springs for smooth, silent action. You get Taper-Tite track and Seal-A-Matic hinges for snug fit and easy opening. You get Park-erized and painted Rowe-fabricated hardware for sure protection from rust.

Install Ro-Way doors on all your homes. It will mark you as a careful craftsman . . . help sell your prospects . . . help keep them feeling they've made a good buy. See your Ro-Way distributor or write for full details.

ONLY A GARAGE OFFERS:

Complete Protection
Extra Storage Space
Finished Appearance
An Extra Room



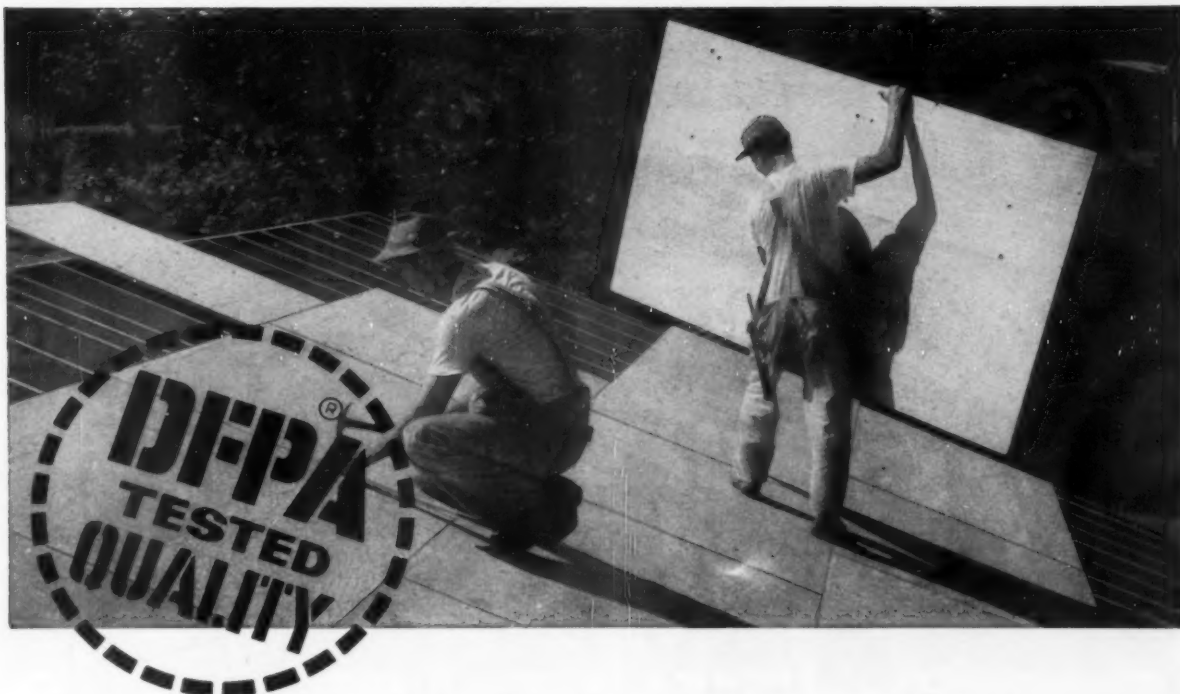
there's a RŌ-Way for every Doorway!

RESIDENTIAL • INDUSTRIAL • COMMERCIAL



ROWE MANUFACTURING COMPANY

786 Holton Street • Galesburg, Illinois



you know you're right when you
specify by **DFPA**^{*} grade-trademarks

**factory-inspected,
laboratory-tested**

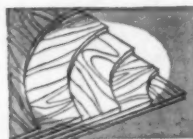
To qualify for DFPA grade-trademarks, manufacturers must pass rigid and *continuous* inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. *Use of grade-trademarks may be withdrawn if quality is not satisfactory.*

**right grade, right
quality for every job**

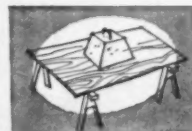
DFPA grade-trademarks are specification guides to the *right* grade for a specific job. Only genuine DFPA quality-tested panels bear DFPA registered grade-trademarks. *There are imitations. Don't be misled!*

Be sure you can tell the difference.

Send for the DFPA Quality Story—a portfolio of grade-use data and a step-by-step description of the DFPA quality control program. Write Douglas Fir Plywood Association, Tacoma 2, Washington. (Offer good USA only)



← Proper construction —
inside and out



↑ Adequate strength,
rigidity and stiffness



← Dependable glue-line



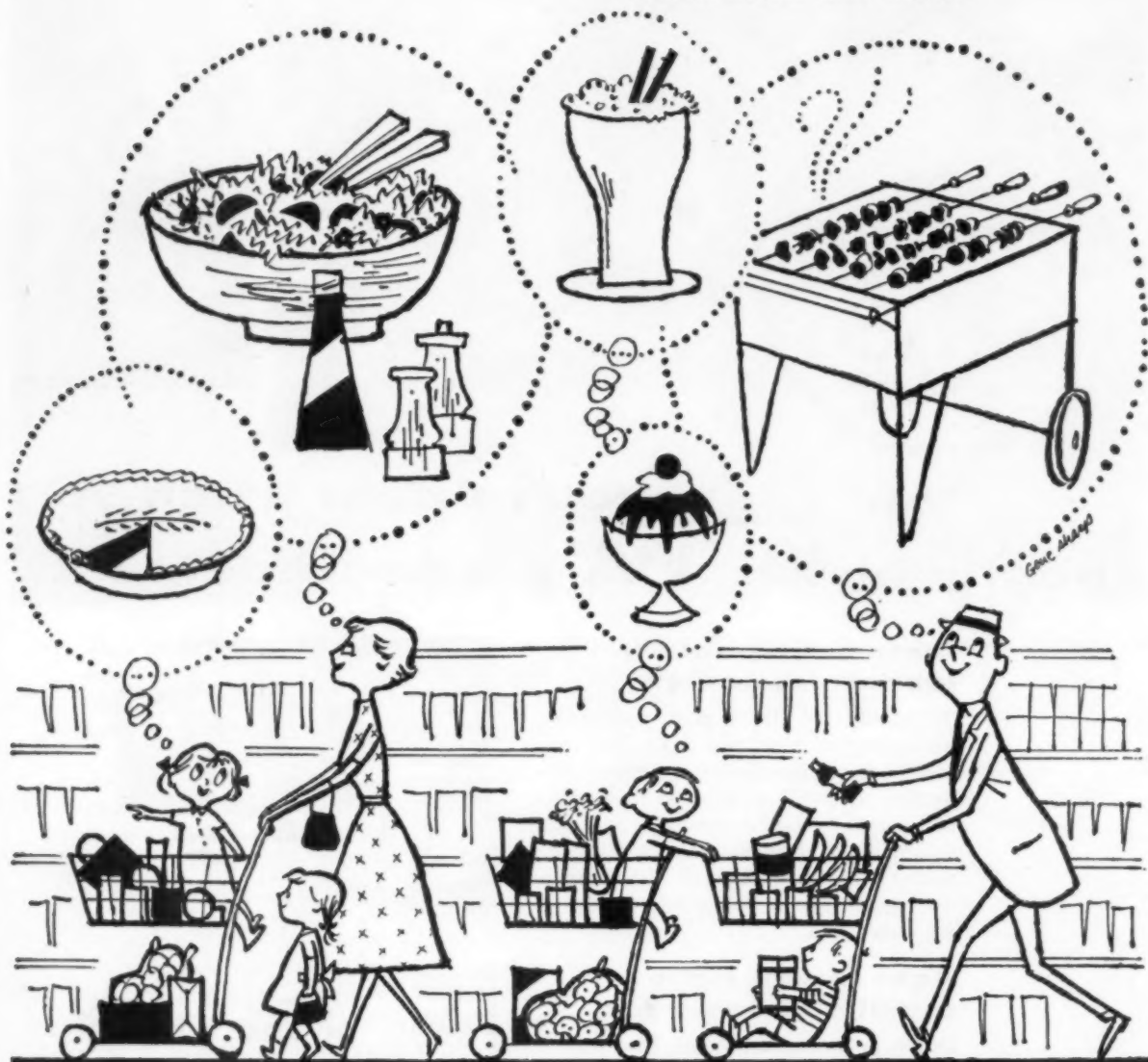
DFPA grade-trademarks mean quality FIR PLYWOOD

*DFPA stands for Douglas Fir Plywood Association, Tacoma 2, Washington—a non-profit industry organization devoted to product research, promotion and quality maintenance.

month after month...

**15¹/₂ million* men and women "live by the book"
...and the book is Better Homes and Gardens!**

4,350,000 COPIES EACH MONTH



People who "live by the book" do things and buy things they see in BH&G. Among those who read an average issue, 2,550,000 reported trying almost 4½ million ideas suggested in articles or ads. And 1,800,000 reported making 2,550,000 purchases of things they saw in one issue. 15,500,000 people read an average issue of BH&G. One-third of the 123,800,000 people in the U.S. 10 years of age or older read one or more of every twelve issues. That's 44,150,000 Better Homes & Gardens readers—and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa

during the year...

**1/3 of America reads
Better Homes and Gardens**

*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956

Kaustline HEATING



A complete line of Oil and Gas-Fired Warm Air Furnaces for every type of installation . . . each backed by a 10-year Warranty.



MEETING THE BUYER'S DEMAND FOR QUALITY ... *AT A PROFIT!*

Here are the *three big reasons* why prestige and profit-wise builders choose Kaustline Furnaces:

FIRST... Kaustline Quality is nationally recognized . . . you can't buy better warm air heating at any price.

SECOND . . . Kaustline Engineering and Factory Assembly cut your installation costs . . . compact design saves valuable floor space, and . . . Kaustline furnaces are competitively priced.

THIRD . . . You offer exacting prospects a heating plant second to none in economy, efficiency and long life.

FOR FULL INFORMATION WRITE DEPT. AB-5



Kaustline
FURNACE & TANK CORP.
PERRY, NEW YORK

TOPS IN QUALITY

There is a Kaustline Furnace or Winter

Air Conditioner for every type of home

Women's choice across the nation



This is what women said they wanted most in a home at a recent national conference of housewives in Washington. Their ideas were then built into the Women's Congress Home in Hammond, Indiana, by R. G. Schwab of Lakeshore Builders, Munster, Indiana.

Bilt-Well Cabinets were selected to demonstrate women's ideas of **CONVENIENCE**, **FLEXIBILITY** and **ECONOMY** in this contemporary-functional kitchen. A choice which thousands of women have made in recent years; all because Bilt-Well Cabinets are so economical, so distinctively attractive, so easy to decorate in women's choice of natural finishes or colors.

And that's not all! Bilt-Well Cabinets are

made in a wide, wide range of storage components.

Bilt-Well Multiple-Use Cabinets are K.D. Semi-assembled, packaged in cartons ready to be installed with a minimum of labor. Bilt-Well Cabinets cut your installation costs to the bone.

And here's another big house-selling advantage: Bilt-Well (kitchen, multiple-use, wardrobes, storage, vanity-lavatory) Cabinets can be financed in the mortgage!

Whether you build one house a year, or projects of thousands, or do mostly remodeling, it will pay to write us for full information. Bilt-Well Cabinets are the choice of the nation's best builders. What better proof of their advantages can we offer you?



The BILT-WELL Line—WINDOW UNITS, Double-hung, Awning, Casements, Basement, Storm and Screen. CABINETS, Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Countertops. DOORS, Exterior, Interior, Screens and Combination.

Since 1866 Manufactured by

CARR, ADAMS & COLLIER COMPANY Dubuque, Iowa



*Installed in Women's Congress Home in Hammond, Indiana



BILT-WELL

*** CABINETS**

For Kitchens and
Household Storage

Women are "sold" on BILT-WELL Windows too!

Every housewife wants windows that are attractive, weathertight and easy to clean. You can be certain you are providing these features if her new home or remodeling job includes BILT-WELL windows.

New BILT-WELL Super 7 Removable Windows

Now...for the first time, a fully removable, perfectly counterbalanced, completely weathertight double-hung window! Check these outstanding Super 7 advantages:

1. Removable!

Convenience of completely removable sash for easy cleaning.

2. Weathertight!

Patented stainless steel jamb liner with built in "thermostatic control". Head sill and check rail weathertight with anodized aluminum alloy.

3. Counter-balanced!

Flat overhead balances for simple, finger-tip operation.

4. Unitized!

Sill design facilitates grouping

ing of any number of units.

5. Durable!

All wood parts water-repellent preservative treated. Jamb 1 1/4" thick, sill 1 3/4" thick for maximum strength.

6. Standardized!

Fits all standard wall construction: solid masonry, brick veneer or frame.

7. Guaranteed!

Meets U. S. Dept. of Commerce Bureau of Standards requirements for weathertight double-hung wood windows. Bears AWWI Seal of Approval.

Popular BILT-WELL Multiple-Purpose Awning Windows

Flexible BILT-WELL Awning Windows are better than ever! Adding to their versatility are three new industry-accepted sizes: 36" width x 30" height, 39" x 30" and 44" x 30". And a new jointed bar operator is now standard on all BILT-WELL Awning units. Also available with lever operator or rotary operator.



BILT-WELL Awning Windows



BILT-WELL Super-7 Windows

Whether you're a new home builder or remodeler, it will pay you to get complete information on how BILT-WELL cabinets and windows help you cut costs, sell homes faster and more profitably! See your BILT-WELL lumber dealer, or mail the coupon below.

BILT-WELL WOODWORK

Box 658—Dubuque, Iowa Dept. A-124

Please send me full information on BILT-WELL

____Cabinets ____Super 7 Windows ____Awning Windows

Name _____

Company _____

Address _____

City _____ State _____

Short-span concrete slabs

COST LESS

-with new

Milcor Ribform

Save construction dollars with high-tensile steel Ribform, as permanent centering for concrete on spans up to five feet:

Goes down fast. One man easily handles a sheet. It is quickly and inexpensively placed and welded to joists.

Needs no temporary bracing of joists. Ribform is a rigid type of centering; it exerts no side-pull on the joists.

Eliminates scaffolding. Once down, Ribform becomes a safe, non-flexible working platform for all trades.

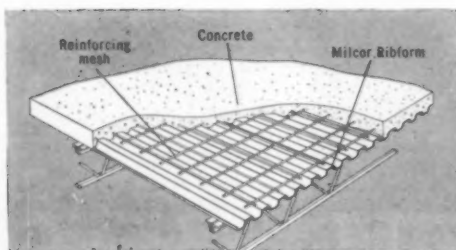
Uses as much as 20% less concrete than flexible types of centering.

Slab is poured and finished in one operation. The rigidity of Ribform permits monolithic finishing — eliminates costly topping.

Easy to install over pipe trenches or other inaccessible locations where it is impractical and expensive to strip wood forms.

Write for Milcor Catalog No. 245.

MILCOR® RIBFORM



INLAND STEEL PRODUCTS COMPANY

Dept. Q, 4025 W. Burnham St. • Milwaukee 1, Wis.

ATLANTA • BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • KANSAS CITY
KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • ST. LOUIS



RD-8

THE AMAZING NEW WINDOW WITH SASHES THAT TILT



safe, easy cleaning
more air! no drafts!
keeps out rain, snow

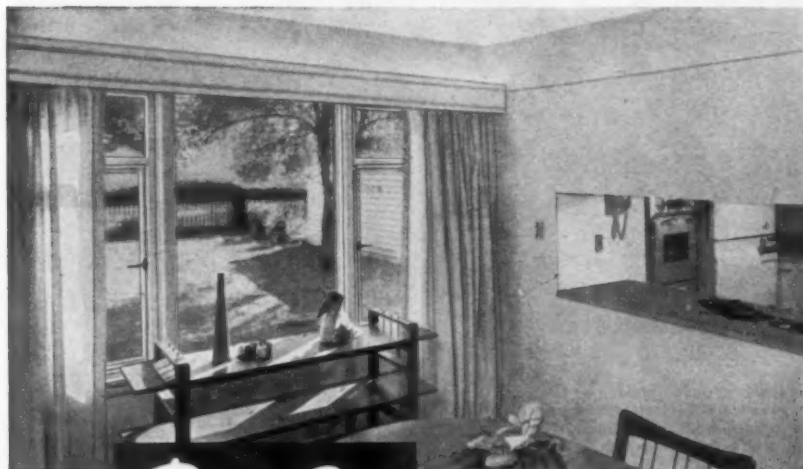


Both sashes tilt easily to any desired angle for true healthful no-draft ventilation that uses 100% of the wall opening! Wash *all* outside glass in comfort—without disturbing screens or storm sash. Looks like an ordinary window and can also be used like one—concealed adjustable spiral balances for quiet, easy operation.

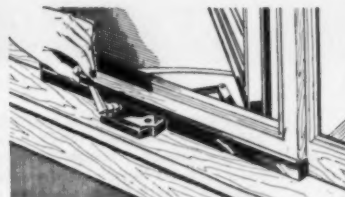
It goes up...It goes down...It's weatherstripped...And it **TILTS!**



FAMOUS BEE GEE...THE DECORATOR'S WINDOW



Companion line of 170 high-style casement, picture and corner picture windows... "idea" windows designed as focal points for lovely modern interiors. "Wife-Approved" for their clean, slim modern beauty, their practical convenience. Completely assembled units, ready to set in the wall. New fingertip Crank Operator now optional, factory-installed—also in kits for older Bee Gee windows.



BEE GEE
modern wood
WINDOWS

★ Reg. U.S. Pat. Off.

mail coupon
today

BROWN-GRAVES CO., Dept. AB-118, Akron 1, Ohio

Send catalogs with full details on:

☐ TWIN/TILT WINDOWS ☐ BEE GEE WINDOWS

I am a: ☐ builder ☐ architect ☐ dealer

NAME _____

ADDRESS _____

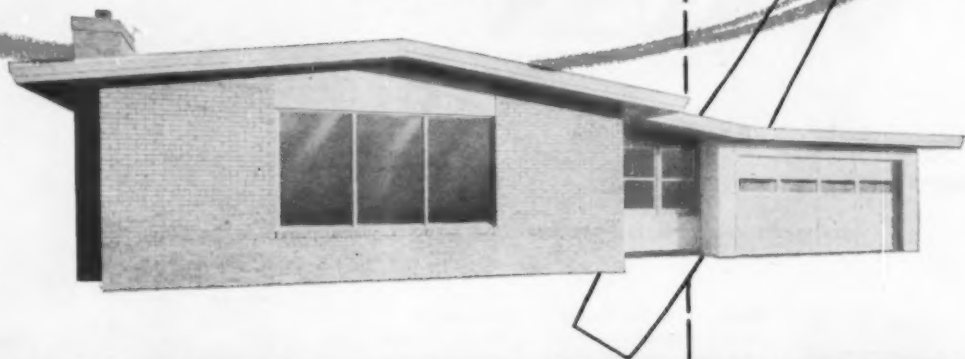
CITY _____

ZONE _____

STATE _____

BROWN-GRAVES CO., Akron 1, Ohio

to increase the sales appeal of
the homes you are building...have your
plumbing contractor install *Streamline*[®]
copper tube and fittings for drainage
plumbing



200

Have you noticed how so many home-buyers are today looking at all the details in any home they consider? That's why an all-copper drainage system—particularly one of Mueller Brass Co. Streamline tube and fittings—adds to the salability of a house. Prospective home-buyers all seem to know that a copper system is practically clogproof, and that since it is rustproof, as well, it's a lifetime drainage system which is leakproof and trouble-free. In addition, they like the look of copper and it can clinch a sale for you.

It costs a little more, but the extra cost of a drainage system of Streamline tube and solder-type fittings is negligible when you compute its practical advantages*. It also reflects the care which you have spent on the entire construction. Jobs go faster, so have your plumbing contractor install Streamline tube and fittings for both drainage and supply... you'll be money ahead.

There are easy-to-install Streamline pipe and fittings for all plumbing requirements. Send today for Kit Number 15. It provides real help in planning an all-copper drainage system for your next job.

* Joseph F. Fehrenbach, licensed master plumber of Bridgeport, Michigan, installed the plumbing in the home shown here. He chose Streamline tube and fittings for drainage because it gave him an attractive, trouble-free installation for only \$14.23 more than other competitive materials. He was able to do the job much quicker, too.



MUELLER BRASS CO. PORT HURON 10, MICHIGAN

See our catalog in Sweet's Architectural File

The Case of the Carefree Carpenter



Here's the case and what's in it for you!

The Stanley No. 183 Builder's Kit contains cost-cutting door hanging equipment. Built around the Stanley Electric Router, this kit has what it takes for up-to-date door hanging. The same $\frac{3}{4}$ hp motor powers the new J48 16" jointer plane.

Other vital accessories included in this builder's kit are:

Router base • Template guide • Straight and circular gauge Arbor • Mortising bits (2) • Grinding wheel • Grinding arbor Cutter grinding attachment • Door and jamb butt template Carrying case • Plane cutter

Your dealer has Stanley No. 183 Builder's Kit, or write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.



... and the Round Cornered Hinge



Here's Stanley's famous RD241 hinge.

With round corners for use with electric mortisers. Check off the features that make this hinge the Standard of the World.

1. Flat button tips
2. Hole in the bottom for quick pin removal
3. Clean, accurate countersinking
4. Easily seated, non-rising, lubricated pin
5. Complete interchangeability of leaves
6. Smooth steel, toughened by cold rolling

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.

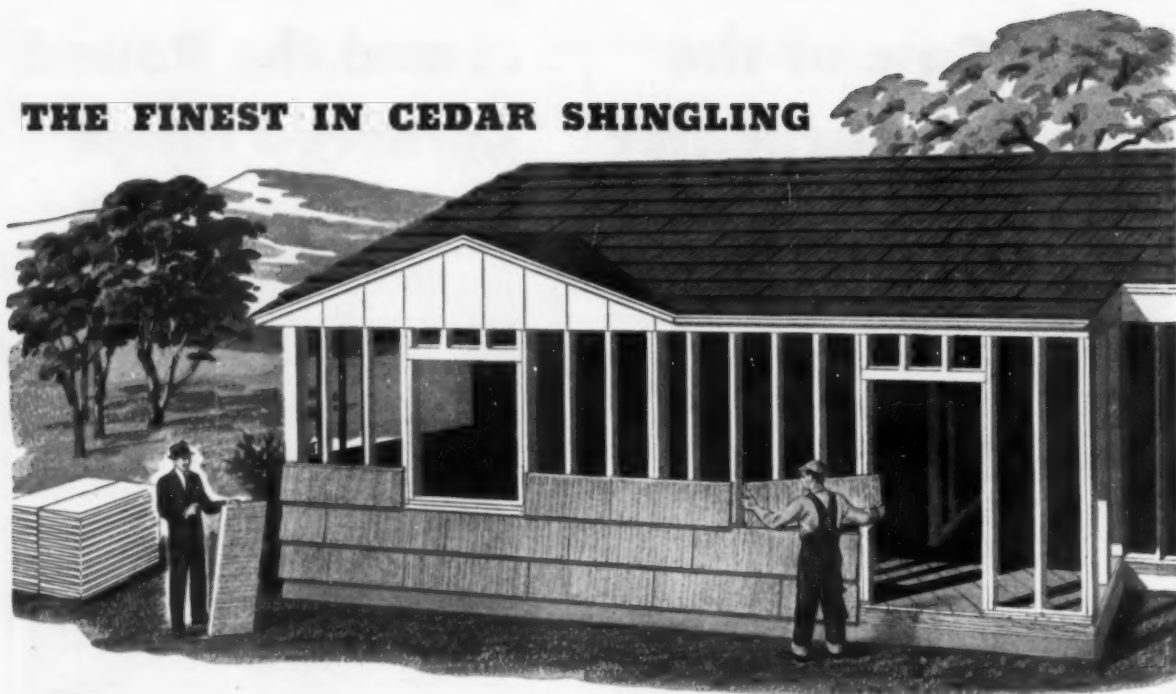
Your dealer has them, or write for details to Stanley Hardware, 105 Lake St., New Britain, Conn.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders hardware • door controls • aluminum windows • metal parts • coatings • steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany.

THE FINEST IN CEDAR SHINGLING



5 square feet at a time without face nailing!

(WITH OR WITHOUT SHEATHING)



NOVA PANEL AND THE NOVA PANELCLIP together represent the *modern* method of shingling. With this revolutionary combination, #1 Novagrade Shakes are applied in *large panels*, at major savings in construction.

First, you are handling and working with "big pieces"—a fundamental practice of modern, economical techniques. Nova Panels are 4' long and 16" high, composed of under-course shingles, wood stiffener, and Cedar Shakes electronically glued and pressed to form sturdy panels. Panels are kerfed along bottom edge to receive the Panelclip. On roofs or exteriors, construction is now many times faster than ever before.

Where the climate permits, Nova Panels require no sheathing—and may be applied directly to studs without furring. Application is simple, whether over studs, sheathing, or old siding: Panelclips are nailed across the bottom of the building—Nova Panels are inserted in the clips without nailing—and the next course of clips is fitted to the tops of the panels. These 26-gauge, galvanized-steel clips form a tight joint, and the panels are shiplapped $\frac{3}{8}$ " for complete weather-protection.

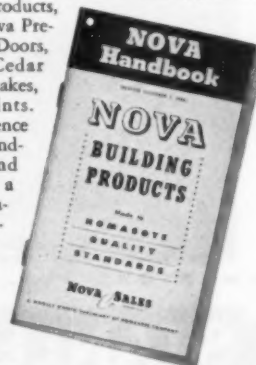


The Panelclip, with patented features, beats other forms of attachment easily. These are the facts: (1) by allowing a 15" exposure instead of the conventional 14", Panelclips save 7% in coverage; (2) they eliminate individual nailing of shakes, save 330 nails per square, cut labor costs accordingly; (3) they replace 1 x 4 furring strips—which cost more than the clips themselves; (4) they hold the Shakes securely where holding power is at the maximum (the Shakes are kerfed at the butt end to fit onto the clips).

The good looks and long life of a Nova Panel exterior are your two prime assets. The two-coat finish is equivalent to a first-grade exterior house paint job, accentuated by deep shadow lines. Most important, there are no exposed nails to rust and stain the surface.

This modern approach to building problems is typical of Nova Products—each one a leader in its field. All these products are explained in detail, with construction information valuable to you on the job, in the new Nova Handbook. This 68-page, illustrated manual gives facts and application *know-how* on waterproofing products, Jalousies (including the Nova Pre-framed Jalousie), Novafold Doors, Novasep Anchors, and Cedar Closet Lining—as well as Shakes, Shingles, and Shingle Paints.

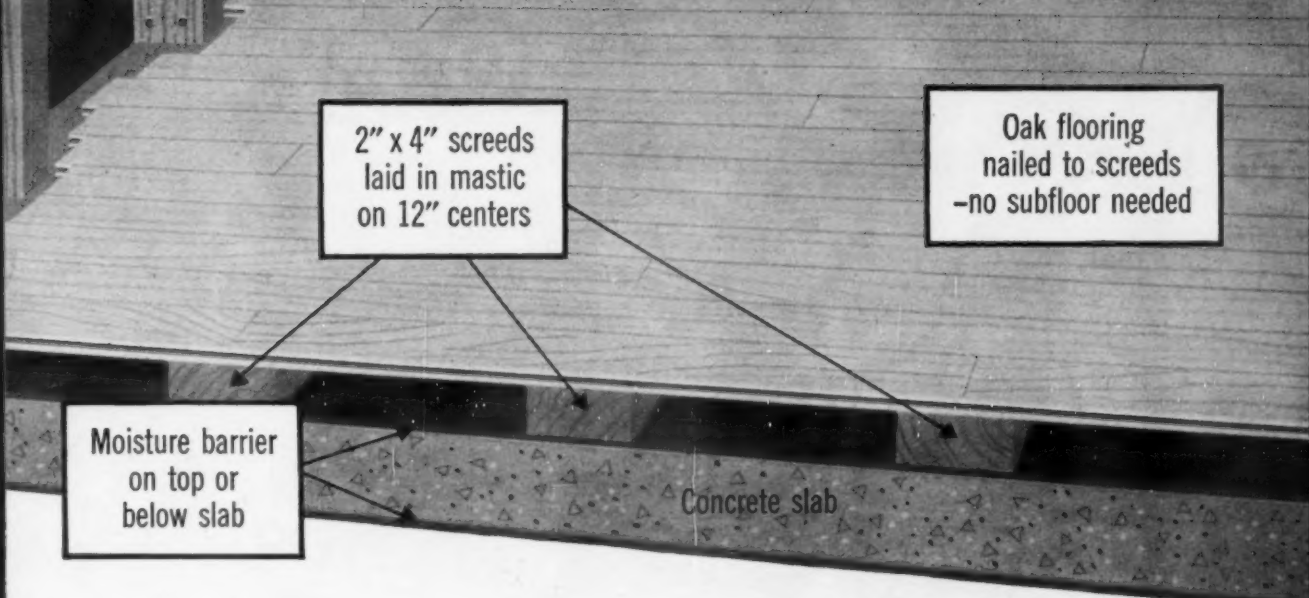
We have great confidence in the value of the Nova Handbook to every builder and dealer. May we send you a copy now, without obligation? Please address Department E-27.



NOVA Co. SALES

TRENTON 3, NEW JERSEY

A wholly owned subsidiary
of Homasote Company



2" x 4" screeds
laid in mastic
on 12" centers

Oak flooring
nailed to screeds
—no subfloor needed

Moisture barrier
on top or
below slab

Concrete slab

New low-cost way to lay Strip Oak Floors over concrete



Random-length screeds are laid in a staggered pattern. The asphalt mastic anchors them permanently to the slab. Flooring is nailed to screeds and sanding and finishing follow in usual manner. Prefinished flooring may be used.



Proven successful in thousands of homes

Wherever homes are built on concrete slab foundations this economical "screeds-in-mastic" method of installing Strip Oak Flooring is being used.

By eliminating the subfloor, it cuts construction costs and saves time. Builders can afford to give even lowest-budget homes the proven sales appeal of Oak Floors.

If you haven't tried this money-saving, fully-approved construction method, be sure to mail the coupon below for free installation manual. Simple step-by-step instructions and photographs enable any carpenter or floor layer to use the "screeds-in-mastic" method successfully . . . without previous experience.

Oak floors add to the salability of slab foundation homes because of their beauty, durability, high insulating value, and natural resilience which counteracts the uncomfortable hardness of concrete. They're preferred by 8 out of 10 home buyers, builders and architects.



NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
Sterick Building • Memphis 3, Tenn.

MAIL COUPON for free installation manual

NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
805 STERICK BLDG., MEMPHIS 3, TENN.

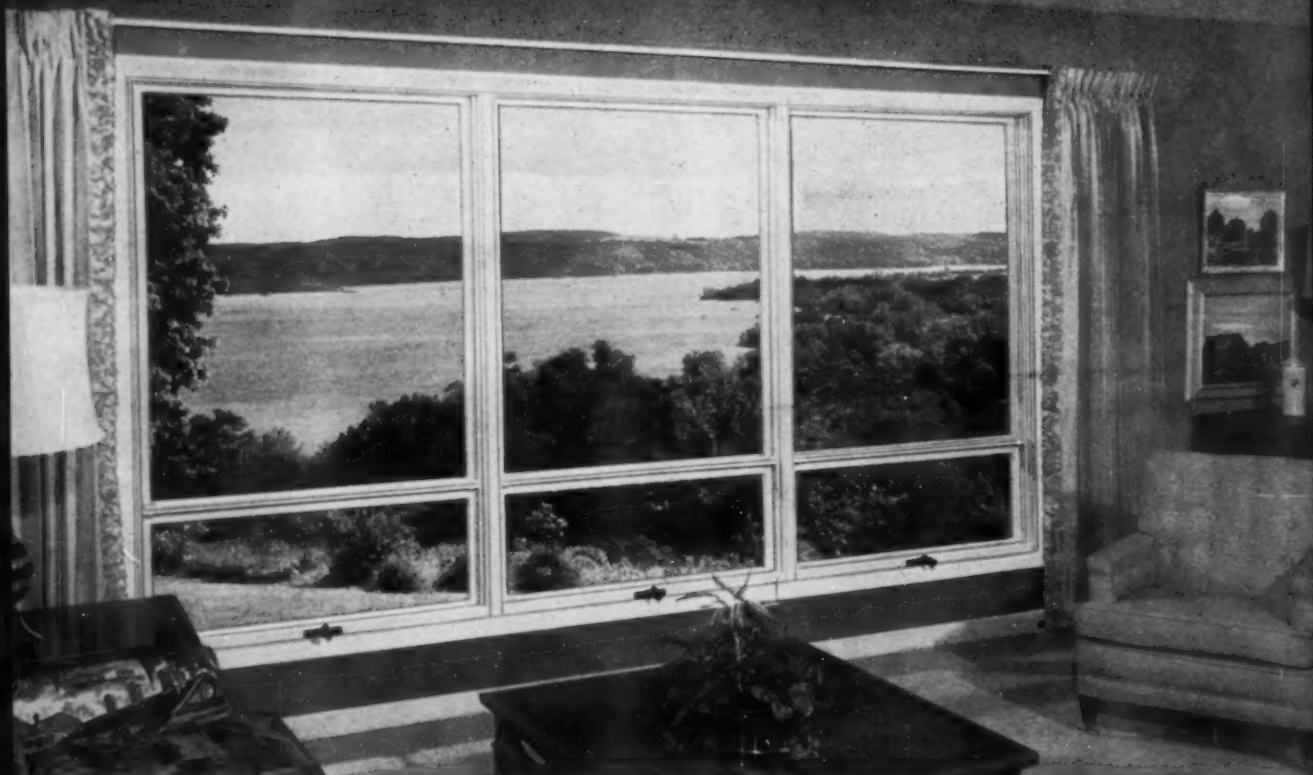
*Please send free copy of your manual,
"How To Install Hardwood Strip
Floors Over Concrete Slabs."*



Name

Address

City State



Living Rooms! These glamorous 5'10" high Beauty-Line Units combine to form a picture WINDOWALL. Narrow meeting rails cut down interference with vision. Roto-Lock (illustrated) works under screen, draws sash corners in *tight*.

Now! For faster selling new Andersen

**new Beauty-Line window offered
in four heights, two widths**

UNIT DIMENSION	ROUGH OPENING	BASIC UNIT SIZE	SASH OPENING	GLASS SIZE
2-10 1/4"	2-8 1/4"	2-7 1/4"	2-4 1/4"	27"
3-10 1/4"	3-8 1/4"	3-7 1/4"	3-5"	39 1/2"
4-11 1/4"	4-9 1/4"	4-8 1/4"	4-6 1/4"	49"
5-11 1/4"	5-9 1/4"	5-8 1/4"	5-6 1/4"	59"

UNIT DIMENSION	ROUGH OPENING	BASIC UNIT SIZE	SASH OPENING	GLASS SIZE
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5-11 1/4"	5-9 1/4"	5-8 1/4"	5-6 1/4"	59"



In split level homes, new Beauty-Line Windows blend perfectly to match architectural design—no matter what elevation you're planning.



In popular one story style, new Beauty-Line Windows add charm and appeal to exterior, whether home is traditional or contemporary.



Kitchens! It's easy to operate this 3'3" Beauty-Line Window over a kitchen sink or counter. This unit also makes an excellent privacy window for the bedroom!



Dining Rooms! The 4'7" Beauty-Line Unit serves in dining areas—or anywhere you want window beauty and ventilation. Hardware shown is Bar-Lock Operator.*

houses, use versatile Beauty-Line* windows!

New wood windows combine beauty, quality and low, low cost

No matter what type of home you're building, the new Andersen Beauty-Line* Window will fit the style you have in mind—and give your customers window beauty that endures!

This all-new window idea from Andersen is designed to bring new window beauty . . . new flexibility to a wide variety of residences, schools and light commercial buildings . . . *and they're created in enduring wood!*

The new Beauty-Line Window has a fixed upper sash over an awning style lower ventilating sash—*both combined in a single unit!* And Beauty-Line Windows have been designed for economical production to give builders famous Andersen quality at a low, low cost per square foot of glass.

Available in seven standard sizes—four heights and two widths—this versatile new window makes it easy for you to solve any window problem . . . to add interesting variety to the homes you build.

Optional features include glazing with welded insulating glass . . . removable double glazing . . . aluminum frame screen . . . choice of three types of specially designed operating hardware.

All wood parts are, of course, toxic treated by Andersen for protection against moisture, decay and termites. Wood, so treated, will last as long as the house itself.

For more information on new Andersen Beauty-Line Windows, see your lumber and millwork dealer, Sweet's Light Construction File—or write Andersen.

*Patents Pending

Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION



ANDERSEN CORPORATION • BAYPORT, MINNESOTA



FITS-ALL NO. 8

A grille that is selling like hot cakes. Features M-D's patented "flower-pet" style holder which makes it easy to install this popular grille on nearly all standard size doors. Individually packed in colorful carton with complete instructions and screws. Available in three finishes.

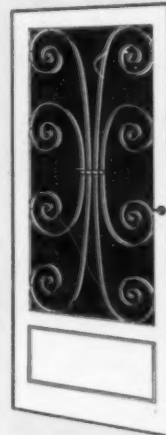
America's best dressed Adjustable



★ ★ ★

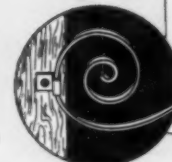
★ ★ ★ ★ ★ ★ ★ ★

★ ★ ★ ★



FITS-ALL NO. 9

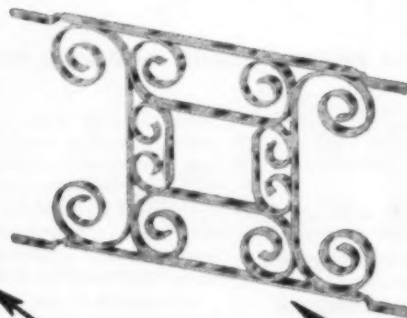
This graceful grille adds beauty to any screen door, designed to fit all standard doors and adjustable to many others. Packed in individual, colorful display carton with full instructions and necessary screws. Available in 3 finishes.



FITS-ALL NO. S6

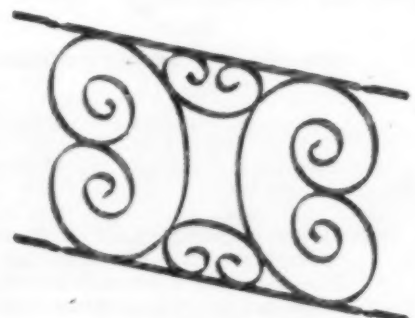
Surface clamps are furnished FREE with Grilles No. 5, 8 and 9. These clamps make it easy to install grilles on the surface rather than between stiles as shown above.

This striking grille is an All-American favorite. Graceful in design and available in three finishes. Easily installed and fully adjustable on standard size screen doors. Packed in individual colorful carton.



M-D PUSH GRILLE NO. 23

Made especially for combination doors—wood or metal. 32" or 36" doors. Packed 12 to a carton.



M-D PUSH GRILLE NO. 15

A graceful addition to any combination door—wood or metal. 16" high for 32", 36" or 42" doors. Packed 12 to carton.

M-D PUSH GRILLE NO. 16

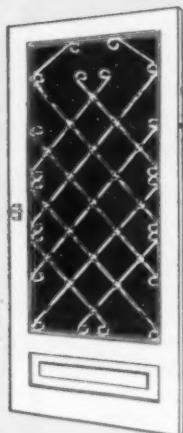
Made especially for combination doors—wood or metal. 15" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors. Packed 12 to carton.



MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 • OKLAHOMA CITY 1, OKLA.

doors wear these beautiful, exciting SCREEN DOOR GRILLES



FITS-ALL NO. FS

Provides full protection for full-size panel screen doors. Fits-all No. FS can be adjusted to fit all doors from 22" to 30" wide, and from 75" to 55" high between stiles.



FITS-ALL NO. 5

Gracefully designed, yet fully adjustable for nearly all standard size screen doors. Easily installed on wood or metal combination doors. Each grille packed in attractive individual carton. Available in three finishes.



FITS-ALL NO. 1

Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 1/2" in width between stiles and from 40 1/2" to 30 1/2" high. Squared up size is 30 1/2" x 30 1/2". Packed 12 to carton, screws furnished.

FITS-ALL NO. 3

For lower section of door with cross-bar. Fully adjustable from 14" wide and 32 1/2" high between stiles to 25" wide and 25" high between stiles. Packed 12 to carton.

FITS-ALL NO. 4

For upper section of doors. Adjusts from 19 1/2" wide and 20 3/4" high between stiles. Packed 12 to carton.

FITS-ALL NO. 7

Adjusts from 14" wide and 33 3/4" high between stiles to 26" wide and 26" high. Squares up at 26" x 26". Packed 12 to carton.

**ALL M-D GRILLES
AVAILABLE IN**

3 Rust Proof
Tarnish Proof
Lifetime Finishes

ALBRAS
Anodized
Brass Color

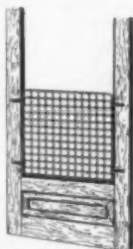
ALBRIGHT
Anodized
Chrome Color

ALACROME
Silvery-Satin



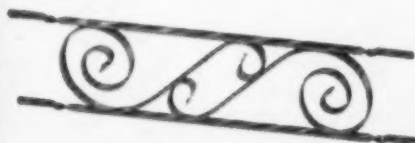
M-D PUSH GRILLE NO. 4

A very inexpensive and graceful push grille. 4" high for either 32" or 36" doors.



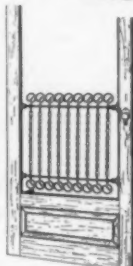
M-D MESH GRILLE

Interlaced ribs form strong protection for screen. Available for 32" and 36" doors. Packed 6 or 12 to carton.



M-D PUSH GRILLE NO. 6

Another handsome, low-priced push grille for aluminum or wood doors. 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Packed 12 to carton.



Air-WAY SCREEN DOOR GRILLE

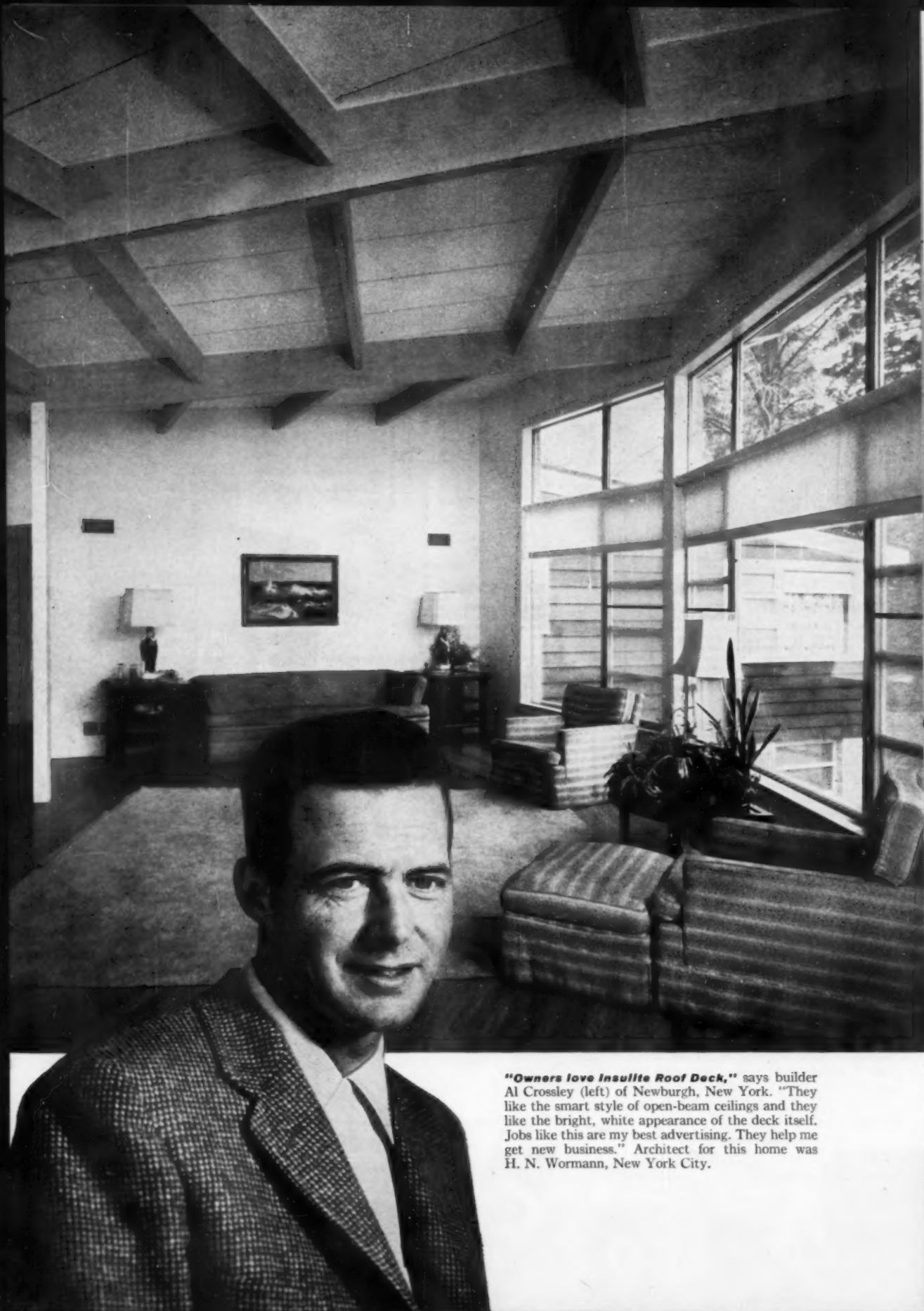
Easily installed on doors or as window guards. Fits 30" and 32", 36" 42" doors. Available in steel black enamel or with Silvery-Satin or Albright finish.

DEALERS

Order direct today! Your order shipped promptly.

BUILDERS

Sold by hardware, lumber and building supply dealers throughout the country.



"Owners love Insulite Roof Deck," says builder Al Crossley (left) of Newburgh, New York. "They like the smart style of open-beam ceilings and they like the bright, white appearance of the deck itself. Jobs like this are my best advertising. They help me get new business." Architect for this home was H. N. Wormann, New York City.

"On homes, on stores, Insulite Roof Deck saves up to \$23 per sq."

*...says builder Al Crossley of
Newburgh, New York*

Decking ... insulation ... finished ceiling ... that's the 3-in-1 value Al Crossley offers in building with Insulite Roof Deck.

On both the beautiful home at left and the store building below, Insulite Roof Deck was Crossley's choice. In both cases Roof Deck reduced his costs, speeded construction, created the extra beauty of open-beam interiors. His actual saving on this home,

as compared to use of wood decking, was \$23.34 per 100 sq. ft.!

Insulite Roof Deck can help you deliver better value in a wide variety of light construction ... in any price range ... in any climate. It goes up fast; cuts and fits easily; provides a vapor barrier; reduces waste; saves construction time. With Roof Deck, you eliminate all ceiling plastering and painting; cut winter fuel costs; repel summer heat.

Do these big advantages sound good to you? For complete information on Insulite Roof Deck, write us—Insulite, Minneapolis 2, Minnesota.

build better and save with
INSULITE®



INSULITE, made of hardy Northern wood—Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minn.



For commercial buildings, like this economical warehouse, showroom and office, Insulite Roof Deck saves real money, speeds construction. Crossley applied beams and Roof Deck to this 6,000 sq. ft. building in just 72 man hours, held cost of the building to \$6 per sq. ft.

Tongue-and-groove panels go on fast, make weather-tight seal. Insulite Roof Deck comes in 2' x 8' panels, 1½", 2" and 3" thick. Exclusive continuous vapor barrier available in 2" and 3" thicknesses. Prefinished white ceiling surface is flame resistant; requires no painting, staining or waxing.

"CLEAN LIVING" GIVES A CHEVY ENGINE LONGER LIFE!

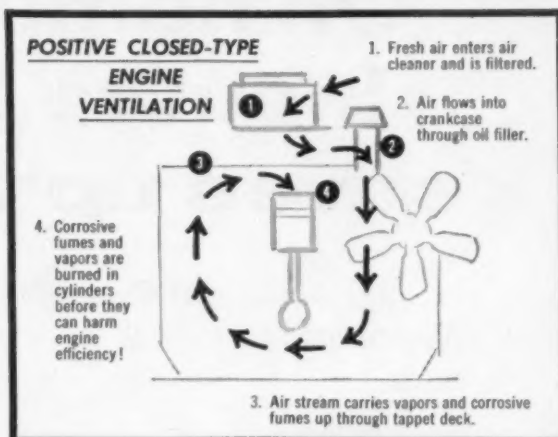
... more evidence that Chevrolet Task-Force trucks are engineered better and built better for bigger savings!

This drawing shows, roughly, one of the ways in which Chevrolet truck engines minimize a major cause of wear—dirt! Now consider this additional evidence that Chevy heavy-duty V8's and 6's "live clean" and bring you fleet, dependable power that costs less to use!

Extra filters give extra-clean fuel—Only clean fuel reaches the engine—that's one reason you can depend on a Chevrolet truck! All fuel is filtered twice (once in the fuel tank and again in the carburetor) to keep dirt and water from hampering efficient operation. Chevrolet truck V8's provide a *third* filter, at the carburetor, for triple protection!

Oil stays clean longer, too—Chevrolet truck V8's and 261-cu.-in. 6's come equipped with modern high-capacity oil filters (V8 filters are of the Full-Flow type). These engines keep clean oil flowing to moving parts; parts wear less and last longer because of it!

Even the air is cleaner—Dust and foreign matter in the



air an engine "breathes" can reduce engine life by years. Chevrolet minimizes this wear-producing factor by providing big oil-bath air cleaners as *standard equipment* on all truck engines.

These are sound under-the-hood reasons why a Chevrolet truck will *stay* on your job and *save* on your job. There are others, too, including short-stroke V8 design (shortest stroke of any truck V8's!) and 6-cylinder engine design that puts out more power than any other in the field. You'll learn about them all when you visit your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Biggest sellers . . . because they're biggest savers!

CHEVROLET TASK-FORCE 57 TRUCKS



Demonstrate this new shingle! It will help you sell your homes!

...the New **FLINTKOTE**
self-sealing,
hurricane-resistant

SEAL-TAB

Now you have an exciting, new idea for your model home in an asphalt shingle. A shingle loaded with special advantages ... special selling points.

You can convincingly *show* prospects how SEAL-TAB provides the sure "overhead" protection they've always wanted.

Point out how each shingle has a strip of special adhesive on the underside of the butt. Explain how the sun's heat bonds the SEAL-TAB together to produce an integrated roof ... *so tightly bonded that even hurricane winds can't lift the tab.*

You'll be gratified when you see how this self-sealing hurricane-resistant feature impresses home buyers. It *should!* It's a real money- and worry-saver!

You can select SEAL-TABS from a variety of specially handsome, pleasing colors.

And it is backed by a name you know you can depend upon for extra years of service: Flintkote, *originator* of the asphalt strip shingle!

Take advantage of all that SEAL-TAB offers to give your model home *top* sales appeal.

Ask your Flintkote supplier to demonstrate the SEAL-TAB advantages to you. Or write for complete information to: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



Quick...Easy...and Trouble-free Application

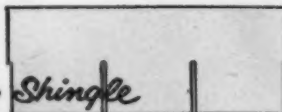
The SEAL-TAB has an exclusive Flintkote Aluminum Strip that retards the action of the adhesive until it is needed—it keeps the shingles free in the bundle ... they don't have to be broken apart on the job. A SEAL-TAB roof is quick, easy and economical to apply.

*A trademark of The Flintkote Company, Patented—U. S. Patent 2,210,209—also patent pending.



FLINTKOTE

Originator of the Asphalt Strip Shingle



How to make your model home a better salesman

Beautiful new **Cushiontone** Ceiling offers popular home comfort of sound-conditioning

Across the page, you can see how attractive a ceiling of Full Random Cushiontone is in a model home. Your prospects will be impressed with the beauty of this new ceiling and the new comfort of quiet it brings to the home. Cushiontone's smart design makes it a ceiling that is suitable for all areas of the house . . . living room, family room, kitchen, or den. In any room, pros-

pects will be amazed at the world of difference Cushiontone makes in home comfort. And they'll appreciate the way an Armstrong Ceiling stays permanently beautiful. Cushiontone won't crack, chip, or peel and is easy to keep clean.

Your prospects are reading about residential Sound-Conditioning with Armstrong Cushiontone in *Life*, *Better*

Homes and Gardens, *The American Home*, and *Sunset*. And, on the *Armstrong Circle Theatre, NBC-TV*, more than 15,000,000 people see actual demonstrations of how Sound-Conditioning works.

Put Armstrong Cushiontone in your 1957 model homes and offer your prospects the extra value of the newest idea in home comfort—Sound-Conditioning.



In one fast installation, Cushiontone provides modern Sound-Conditioning and a beautiful ceiling. Sturdy T & G joint speeds nailing, stapling, or cementing and insures a level ceiling.

This model home is Sound-Conditioned with a ceiling of Full Random Cushiontone. It's a merchandisable sales feature you can have at surprisingly low cost.

Armstrong BUILDING MATERIALS

Temlok® Roof Deck • Temlok Sheathing • Temlok Tile • Cushiontone® Ceilings



MOE LIGHT SETS THE FIXTURE TRENDS

dramatic new fixtures

The stunningly new Moe Light fixtures can give your model homes the "something extra" that softens prospects' sales resistance . . . both day and night! They're designed to appeal to today's woman's sense of style and fashion—and the broad range of prices fills the bill for every building budget.

(A) M-1447 . . . retail \$39.95*

(B) M-1429 . . . retail \$37.95*

(C) M-1491 . . . retail \$29.95*

**Prices slightly higher Denver and west.*

glamorous new catalog

Loaded with new INSPIRATION-LIGHTING ideas that you can adapt to your model homes. Completely new in concept and design—shows hundreds of colorful new fixtures, dozens of full color room scenes!

See your Electrical Contractor or send for your FREE copy:



Send me my free 56-page, full color 1957 Moe Light Inspiration-Lighting Catalog with ideas on how to sell my homes easier.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

THOMAS INDUSTRIES INC.

Originators of



Inspiration-Lighting

Executive offices: 410 S. Third Street, Louisville 2, Ky., Dept. AB-5

Factories at: Ft. Atkinson and Sheboygan, Wis.; Hopkinsville and Princeton, Ky.; Los Angeles 22, Cal.; Ft. Smith, Ark.

AGAIN!

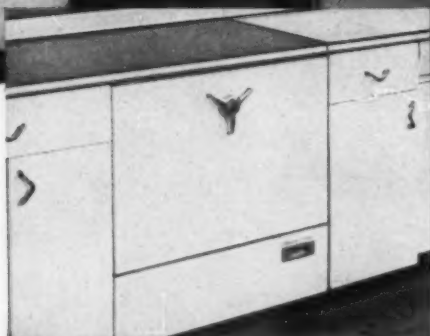
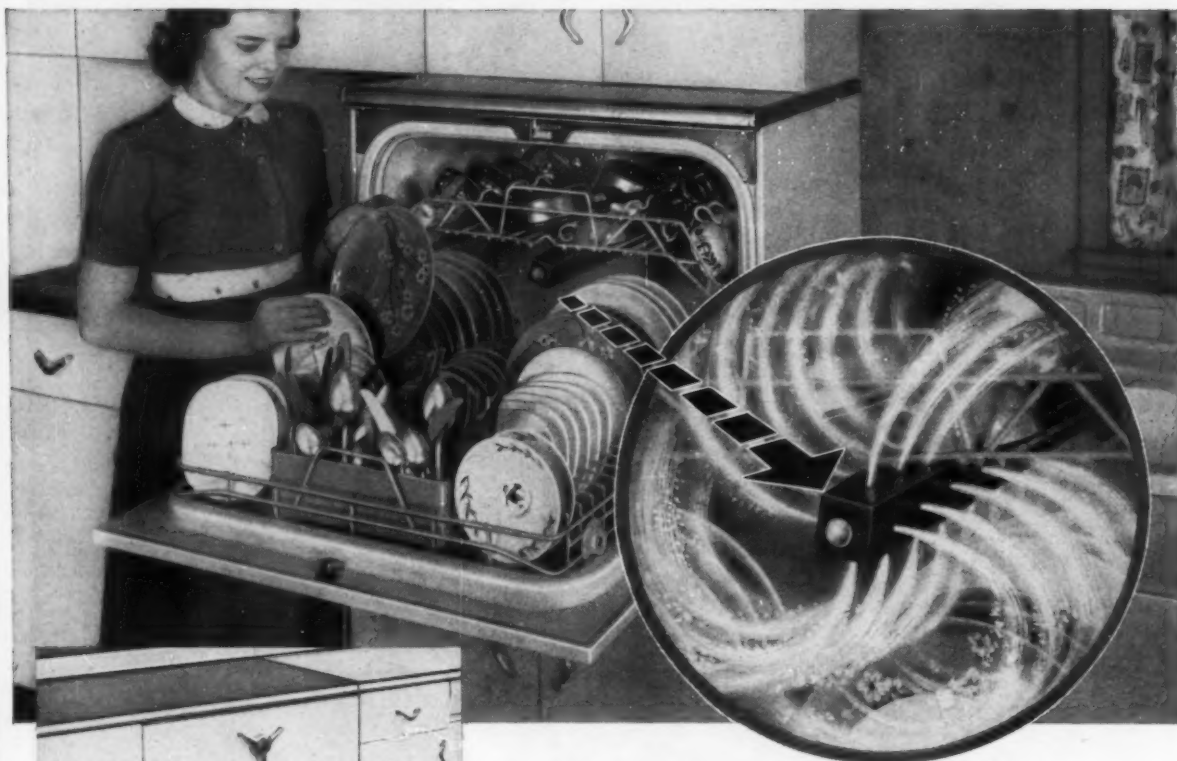
the heavenly touch of light

...dramatizes Inspiration-Lighting

B

C

Here's why women want new homes with the ***BIG 30" JET-TOWER*** DISHWASHER



TO MEET THE DEMANDS OF YOUR CUSTOMERS, the Big 30" Jet-Tower is available in a choice of installations...either the popular under-counter or the slightly newer work level height.



- **25% MORE ROOM** It's big enough to take *all* the dishes from a family meal.
- **NO PRE-RINSE** It doesn't require any pre-rinsing; just scrape food off plates.
- **FAST-LOADING** It is easy and simple to load.
- **VINYL COATED RACKS** Its vinyl coated racks hold dishes gently, firmly.
- **WATER-SAVING** It's water-thrifty—uses less for complete washing and rinsing than a hand-process.
- **TRULY CLEANS** Exclusive Jet®-Tower action sends whirling gentle jets of hottest water to get dishes *truly* clean.
- **RIGHT PRICE** The BIG 30" with 25% more washing room costs no more than the smaller old-fashioned dishwashers.
- **CHOICE OF MODELS** The BIG 30" comes in under-counter or work level models.
- **CHOICE OF COLORS** The BIG 30" is available in Star White, Meridian Blue, Dawn Yellow, Sandalwood—and colors cost no more than White!

 **Youngstown Kitchens**

Division of **AMERICAN-STANDARD**
WARREN, OHIO



Has your housebuilding ever caught up with Electrical Living?

Test yourself . . .

- ☒ Do you sell *future* electrical potential for appliances that your customer may buy later?
- ☒ How much added cost would earn you the local Adequate Wiring award?
- ☒ Would the promotion value be worth the cost of the A. W. certificate?
- ☒ Does your local utility offer block pricing of current to help sell appliances—and sell demand for better wiring?
- ☒ Have you checked actual costs of electrical heat (resistance, heat pump) to local users?
- ☒ Do you stress *hidden value* of insulation for heating and cooling?
- ☒ Do you stress *hidden value* of split-circuit receptacles to spread kitchen appliance load?
- ☒ Can you “reel off” the wattages of various appliances?
- ☒ Which two appliances are safest on the same circuit: toaster, refrigerator, iron?
- ☒ How far apart do you specify outlets in various rooms?
- ☒ Do you offer light-path switching to save retracing steps?
- ☒ Do you provide a switch at each end of a long hall?
- ☒ Have you special circuits for the range and the dryer?
- ☒ Do you offer your customers a housepower rating sheet?
- ☒ If you use outdoor lighting for model house display, do you get current from the house's own outdoor receptacles?
- ☒ Have you thought of near-ceiling outlets for valance lighting?
- ☒ Do you offer three-way switches for garage and outdoor lighting?
- ☒ Do you provide a special heavy-duty circuit for workroom power tools?
- ☒ Have you studied the advantages of low-voltage remote control?
- ☒ What sizes of wire do your circuits carry?

The next 32 pages will show you what's here, what's ahead electrically



AN INVITING brightness helps high-perched Adequate Wiring symbol proclaim Spokane's Selectric Model Home.

WHAT

This is a good builders' house . . .



HOW

AMERICAN
BUILDER
BLUEPRINT
No. 241

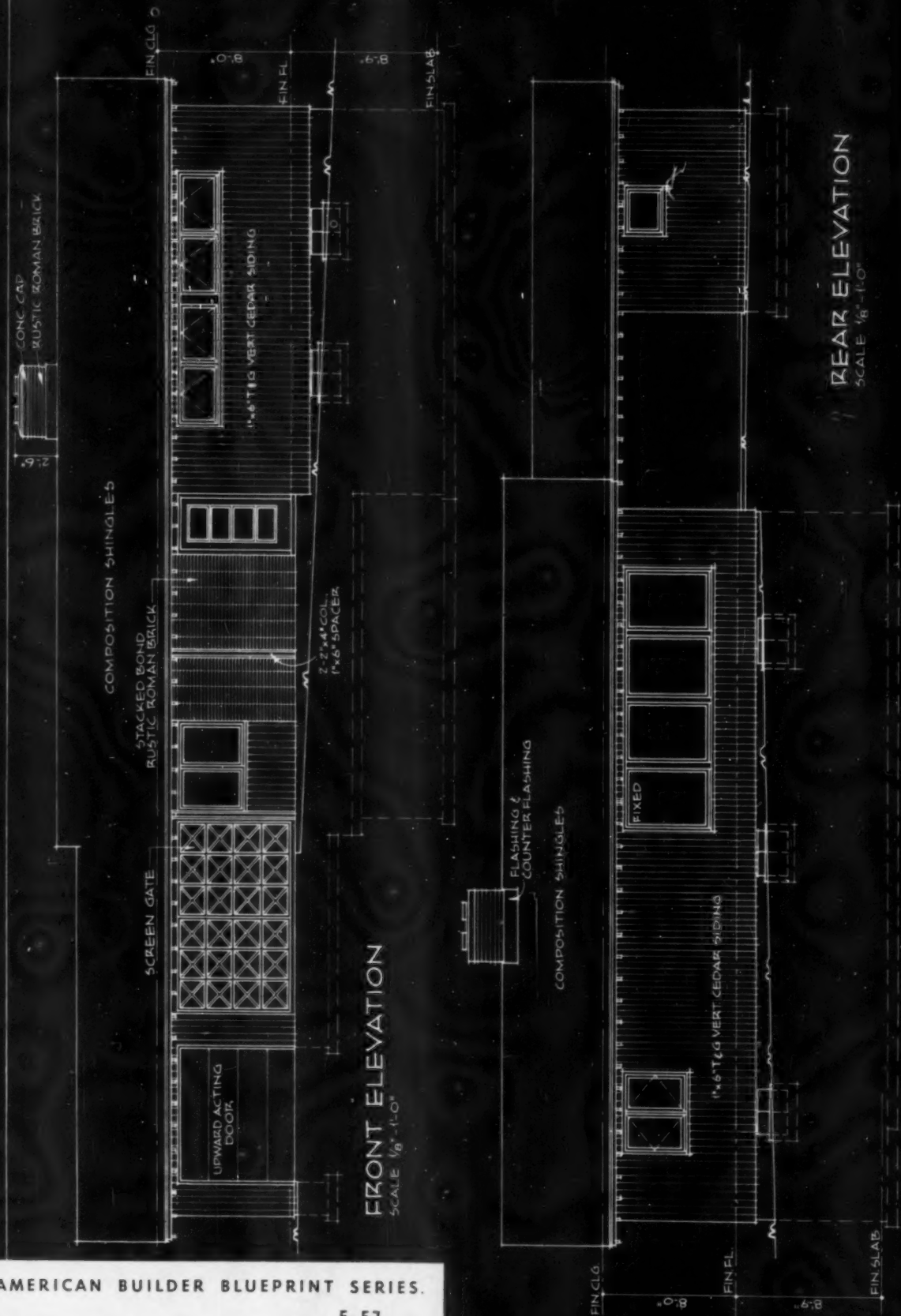
HE'S wiring for electric heat.

. . . but it's even better for being
a showcase of what's here
in electrical living . . .

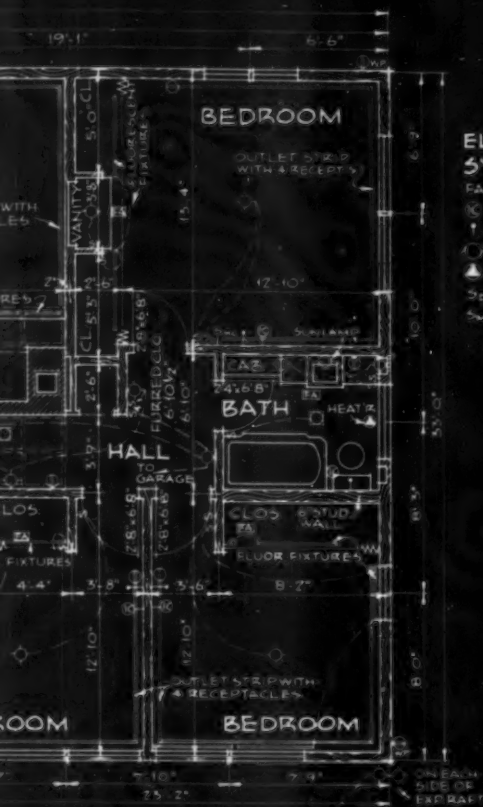
AMERICAN BUILDER BLUEPRINT SERIES.

5-57

SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



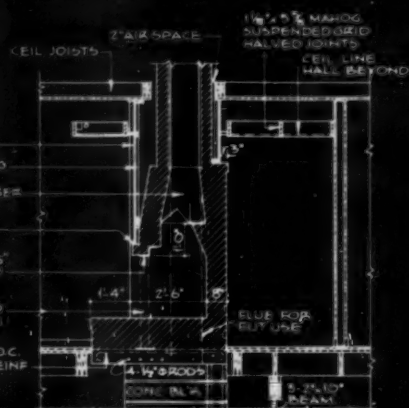




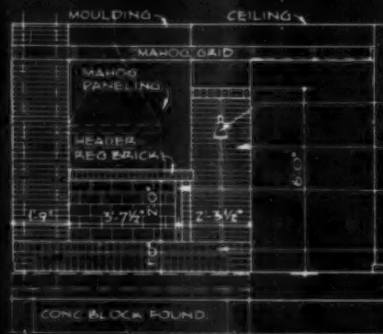
ELECTRICAL SYMBOLS

- FA FIRE-ALARM
- ⊙ INTERROOM THERMOSTAT
- ⬆ MOTOR
- ⚡ POWER OUTLET
- Ⓢ DIMMER SWITCH
- Ⓜc MASTER CONTROL

1/4" MAHOG. PANELING
2" x 2" FURRING
SMOKE CHAMBER
PROJECT MANTEL
2-3/4" x 5-1/2" x 5/16" SPOT WELDED TOGETHER
POS. OF 2" x 4" PIPE COLUMN
1/2" x 8" RODS B.O.C. HOOKED 6" REIN. CONC. SLAB



SECTION

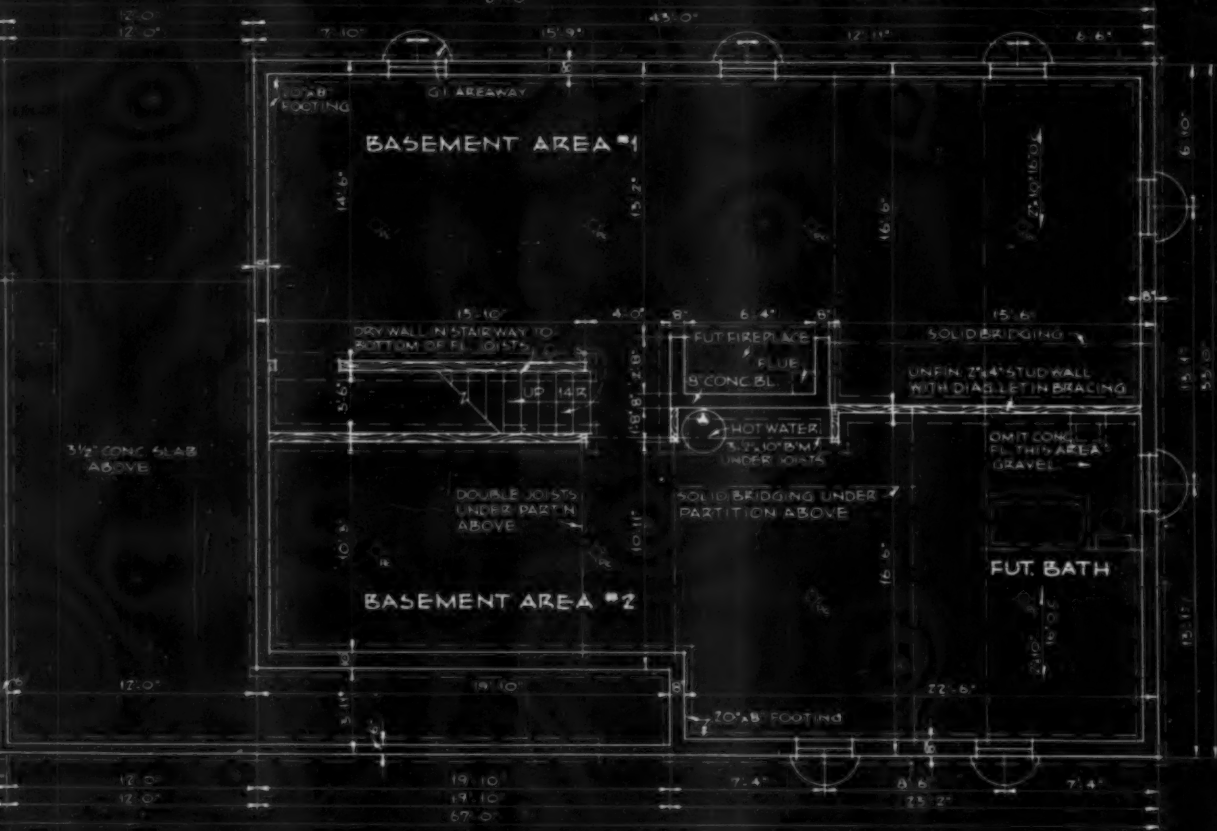


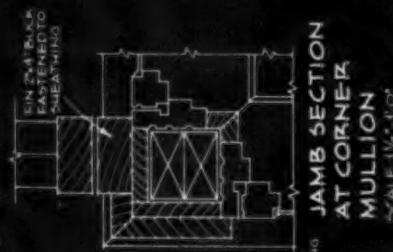
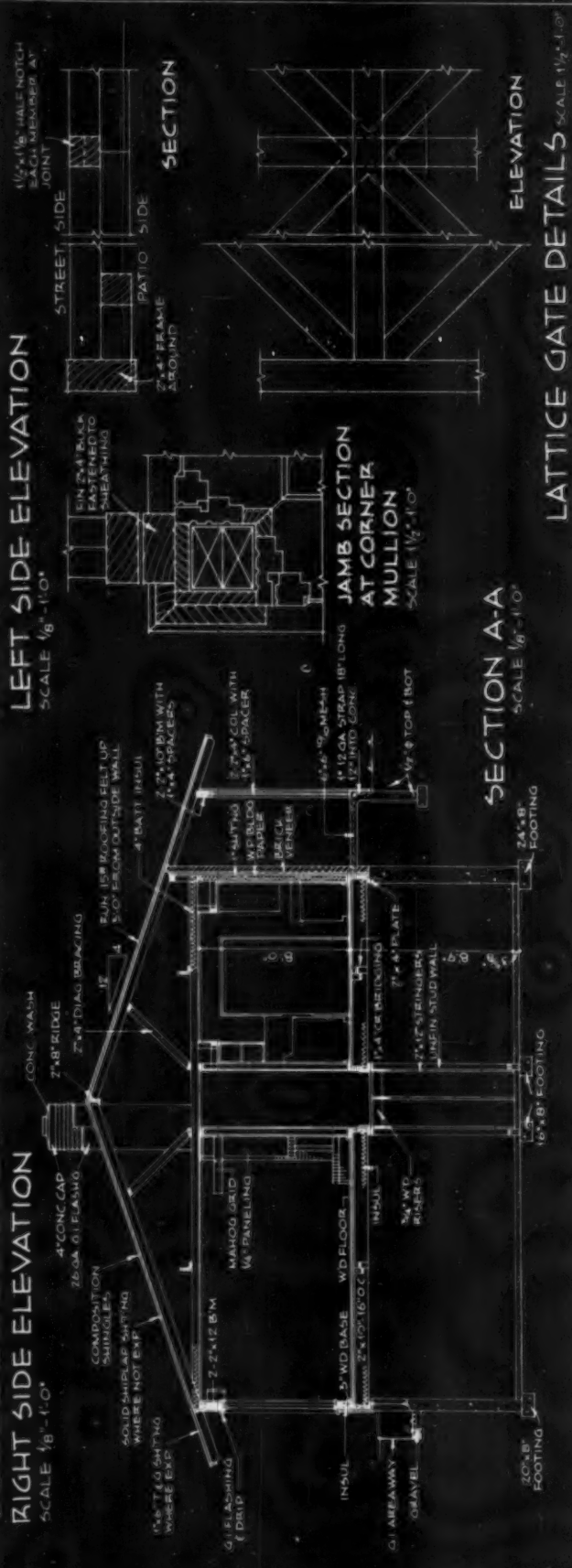
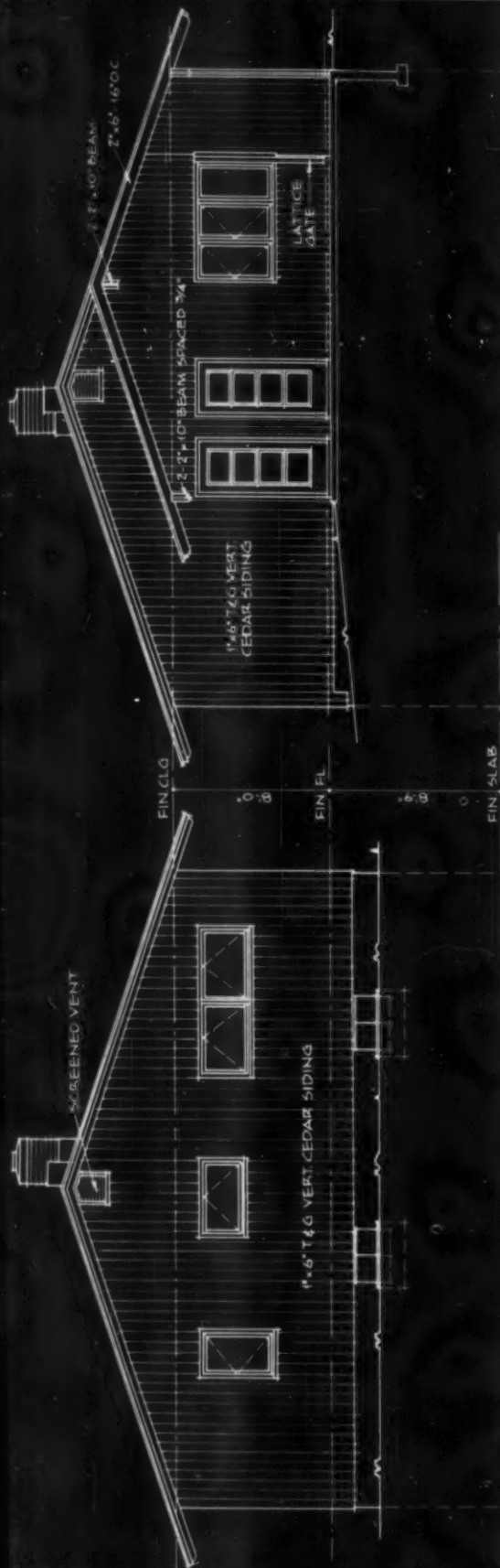
FIREPLACE DETAILS

SCALE 3/16" = 1'-0"

ELEVATION

BASEMENT PLAN SCALE 1/16" = 1'-0"





LATTICE GATE DETAILS SCALE 1/2"=1'-0"

Here's why the Blueprint House became all electric

The "Selectric" house in Spokane, Wash., was promoted by electrical contractors to show the public what it was missing in electrical living. It was also planned to interest more electrical contractors in expanding their residential wiring, fixture, and appliance markets. But builders, who were not the primary targets in the promotion, learned as much about electrical living as did the electrical contractors and potential customers. The Selectric house thus became a "showcase" of electrical living for builders everywhere.

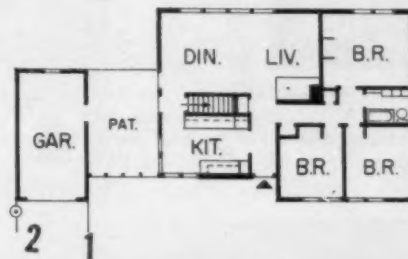
This 1,340 sq. ft. house was priced at \$28,000—including land and a \$6,300 electrical contract. But when builder Jim Matthews figured it in construction costs and land alone (omitting appliances), he found he could claim a \$14 per sq. ft. cost—slightly below average for comparable construction in Spokane. This is another reason for giving this American Builder Blueprint House a good look.

Robert L. Wilkinson, manager of the Inland Empire Chapter of NECA, had this to say about the cost of the house: "Electrical features combining *both* a utilitarian and decorative value are substituted for those which are purely decorative and which, in some cases, cost more. . . ." To assure a clear-cost yardstick, no donations of materials or price concessions were permitted.

Every one of the 30-odd electrical features was readily available at reasonable cost through regular supply channels (no custom gimmicks). Lighting engineers of the Washington Water Power Co. designed the lighting plan to make the most of every architectural feature.

Moderate in size and design, so as not to distract attention from the electrical elements, the "Selectric show case" is a cost yardstick and a battery of ideas for the builder. (A complete list of materials for the Blueprint House is on page 244.)

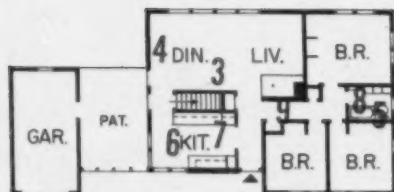
**Start here for your guided tour
of the Selectric house to
see what's here electrically . . .**



1 DRIVEWAY has snow-melting 800-watt Electro-mode cable (\$45 for material and labor). Garage has fire alarm, time-set auto-motor warmer.



2 GARAGE DOOR OPENS at turn of key in Genie Lift-a-door switch (\$100 installed). Lattice gate opens on patio-carport.



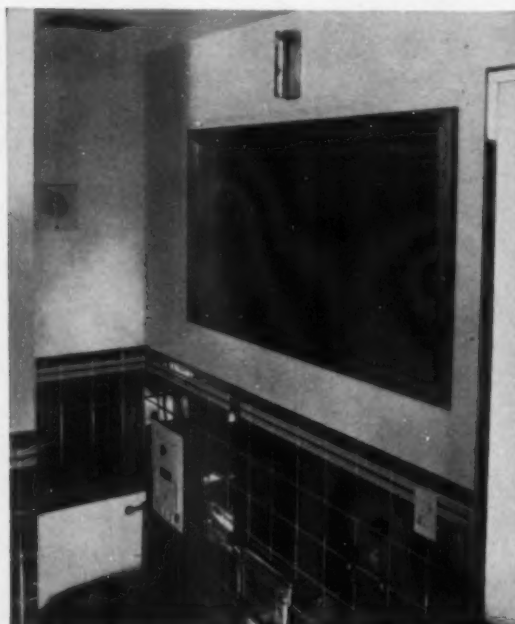
... LIVING ELECTICALLY: GUIDED TOUR OF



3 **PATH-OF-LIGHT** switches by Remcon save steps. Both ladies can control living room lights. Note Luxtrol dimmer at far end, above it the electric heat thermostat, and Bulldog Electrostrip below.



4 **PULL-DOWN** dining room light has dimmer control (\$30 for Virden V-2218R fixture plus \$15 installation). Above, Litecraft spots and Lightolier "black lighting" display china on built-in unit.



5 **COUNT 'EM:** luxury bathroom has Wesix Ionix heater, Tradewind vent fan, Burntex sanitary napkin incinerator, Westinghouse Airtron ozone lamp (above window), intercom receiver, mirror lamp.



6 **START YOUR COFFEE** from bed—outlet and retractable cord panel in GE kitchen unit can be turned on from master bedroom which controls switches outside, in garage, hall, etc.



7

FOUR IDAHOS IN NINE MINUTES. Tappan built-in electronic oven hurries baking. Nutone hood and one of four Columbia Domino lights (\$40 each) also shown.

8

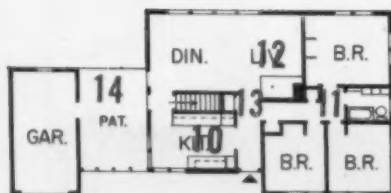
FLANKING MIRROR, one of a pair of Virden fluorescent lamps, is shown (see picture 5 for other). Columbia luminous ceiling fixture and sun lamp are not visible.



9

AISLE LIGHTS by Prescolite throughout house cost \$4.50 each complete. Telephone conduits are provided for concealed telephone extensions throughout the house.





10 **WORK SURFACE** under the GE wall-food unit has Nutone mixer, Plugmold strip. Wesix baseboard heats kitchen.



11 **TUB WARMER** of 180-watt lead-sheathed cable cemented to underside of tub costs \$15 with red-warning light.

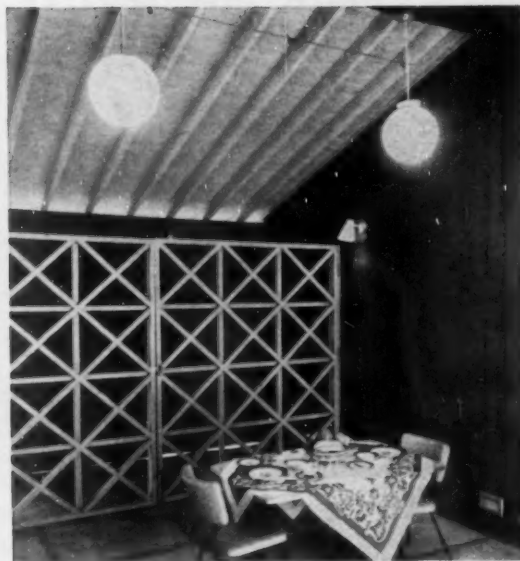


12 **HEARTH CORNER** has Vir- den 9115 Quick-Start fluores- cents above ¼" plastic eggcrate louvers, and Presco-

lite SC94 wall lamp. Hidden on ceil- ing, left, is Nutone fan. Opposite glass wall has dimming valance lights. Elec- tromode ceiling cable heats main area,



13 CLOSET LIGHT goes on when door is opened (cost is \$15 complete). Note ceiling squares, open or fixtured, are continued into bedroom hall.



14 PATIO-BREEZEWAY-CARPORT is lit by Prescolite 546 hung from beam and bracket spots. String of low-voltage flashers not shown.

OTHER IDEAS AND BRAND NAMES USED

Forty-circuit, 200-ampere Zinsco circuit breaker panel with 3 #3/ORH service entrance.

Illuminated house number.

Doorbutton operates Nutone chimes, Lightolier entry light.

Sonic Servant intercom.

Remcon silent switches control interior path of light, exterior floodlights.

Switch plates by Sierra.

Prescolite WB-2 on each side of garage, other models in patio, fireplace wall, aisles.

Edwards fire alarm (\$75 installed), with buzzer in hall and heat detectors in all principal rooms and closets.

Lightolier lazy-touch bed headboard light.

Individual room thermostats for Electromode ceiling heat.

Columbia sunlamp with Alzac directional reflector above bathroom lavatory.

Low-voltage master panel in bedroom controls any or all lights outdoors and in.

Luxtrol dimmer controls.

Hall Mack cabinet with fluorescents flanking mirror above dressing table.

Lightcraft L879 in master bedroom with pairs of lamps separately switched for color changes.

Telephone conduits for concealed telephone extensions.

General Electric built-in automatic washer-dryer.

GE built-in garbage disposer.

Hotpoint water heater.

Basement fan heater, 4,000 watts.

Outdoor Lightolier post light with key switch for garage door.

Crawford garage door.

Pella combination storm-screen windows.

Duraflex aluminum threshold.

Weiser locks.

Olsonite toilet seat.

Briggs plumbing fixtures.

Philippine mahogany paneling.

Fiberglas insulation.

Stanley hinges.

This house is built around a full



MOST POPULAR model by M. H. Wolfe, the Deauville, has sold 40 of the 47 houses completed. The more expen-

sive versions sell best, with electrical kitchens and plenum for add-on air conditioning. Garage is optional.

When does a "hidden value" become an open asset? When customers ask for it, and builders find it pays to put money into that item rather than some more flashy gimmick.

This house, by M. H. Wolfe & Co., Granite City, Ill., is a good example of a break-through of a "hidden value," in construction, in merchandising, in consumer acceptance. Certified Adequate Wiring is spelled out and played up in ads, in brochures, in newspaper releases. Wiring procedure assumes greater importance in the building operation.

Like other houses in this guided tour of *what's here* in electrical living, this Holiday Gardens development got full benefit of the local Adequate Wiring Bureau's planning and publicity. It was the first subdivision in the region to offer A.W. as standard equipment, and the Bureau was sponsor of several large ads announcing the Open House and assuring "an electrical wiring installation which will enable you to enjoy the full measure of service your electrical appliances are capable of rendering"—the standard A.W. definition.

Holiday Gardens, a 176 home project on 48.8 acres, was begun in 1955, the firm's first residential work, offering all-brick homes from \$14,950. George, Glenn and M. F. Wolfe, sons of M. H. Wolfe, are officers of the company, and had experience in supervising heavy construction. The project offers 100-ampere entrance in three service conductors, with the separate circuits indicated on the chart at right.

Many other builders also find that A.W. is no longer a "hidden" virtue. Cloverdale Corp. of Little Rock, Ark., was almost tempted to drop certifica-

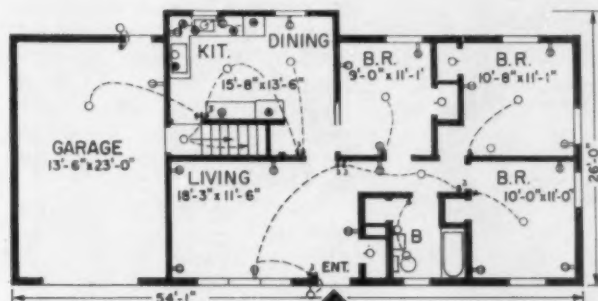
tion after building the first 15 of a 428-unit development because of extra costs involved. Then they changed their minds. Customers moving in said that wiring was one of the strongest selling points.

De Vries Construction Co. did a masterful job of electrical display in a split-level model for the 140-home Winchester Estates, Winchester, Mass.

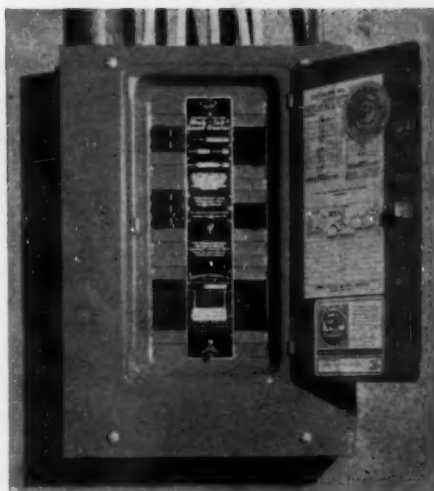
SERVICE ENTRANCE SPECIFICATION 100 AMPERE 3-Ø 2TW OR 3-Ø 3 RH CONDUIT

CKT.	POLES	AMPS	WIRE	USE
1	1	20	12-2	WASHER
2	1	15	14-2	HEATING UNIT
3	1	15	12-2	GARBAGE DISPOSAL
4	1	15	12-2	NUTONE "BUILT-IN" MIXER - BLENDER
5	1	20	12-2	SUMP PUMP
6	2	20	12-3	APPLIANCE SPLIT-WIRED REGP.
7	1	15	14-2	GENERAL PURPOSE
8	1	15	14-2	" "
9	1	15	14-2	" "
10	1	15	14-2	" "
11	1	15	14-2	" "
12	2			240 VOLT SPARE
13	1			120 " "
14	1			120 " "
INDIVIDUAL EQUIP. CIRCUITS				
OPTIONAL EXTRAS				
2	50	6-3		RANGE
2	40	8-3		RANGE TOP 10-3 ALLOWED IF RUN IS SHORT
2	30	10-3		OVEN
2		12-3		AIR COND.
1	20	12-2		DISHWASHER
2	40	8-3		DRYER 50 A RANGE OUTL. FOR 9000 WATT DRYER
1		12-2		FOOD FREEZER
1		12-2		BATH HEATER

wiring program



FLOOR PLAN is reversible, and various roof lines are offered. Small TV-bedroom can be modified into a dining room. Full poured basement with 7'-2" head clearance is offered to meet local resistance to basementless homes.



MAIN PANEL, 125-amp-rated split-bus type, shows 1 1/4" rigid conduit bringing three #3 RH service conductors from weatherhead. Promotion emphasized 2,400-watt kitchen split-circuits.



WIRING IS ROUGHED IN and dropped to proper location before outside walls receive insulation and rock lath, and ceiling receives lath and radiant-heating tubes. Room partitions and hall plenum for optional cooling, and

plumbing are installed; then wiring is run to outlet and switch boxes, as shown. Use of 4" square box saves time and receptacle breakage, and is worth the extra cost builders have found.



ALL ELECTRIC KITCHEN, added last year, has become popular, especially built-in range and oven (Hotpoint). Other appliances are disposer, clock-chime combination, dishwasher, recessed light, and Nutone copper or stainless steel hood, exhaust fan, light and backsplash, mixer-blender.

Two of the three Holiday Gardens models were displayed without furniture to stress electrical features. Cards behind switch plates and outlet covers designated what each controlled. Red flashing bulbs were plugged into convenience outlets to draw attention to number and location. Other flashers, numbered 1 and 2, marked split-wired outlets. Each special equipment circuit was so marked.

Thus the distinct requirements of A.W. were stressed: entrance amperage, branch circuits, kinds of circuits, wattage supply, number and variety of outlets.

Homes with the electric kitchen have a 12-circuit breaker-panel, fed by #6/3 cable from the main panel. These homes have a total of 28 circuits.

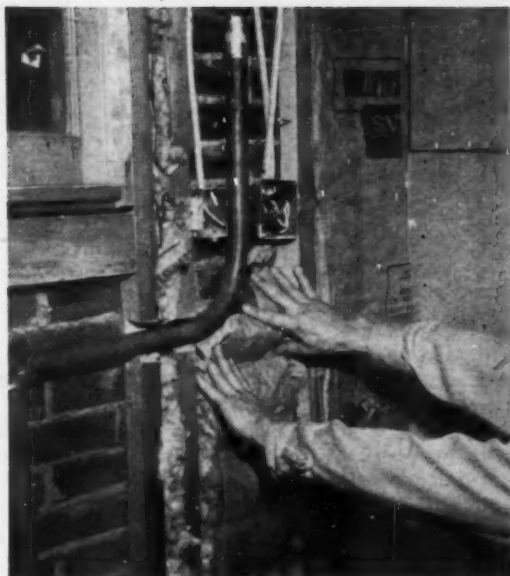
The heat pump is on the



RANCH MODEL sets tone for \$35,-50,000-up development. Lots average 150x400', some with ponds.

This 100-house Fairmount Park development in Geauga County, Ohio, by Dr. Francis A. Sowin and his son Norman will be the first large development to concentrate the use of heat pumps in greater Cleveland which has been dotted with not

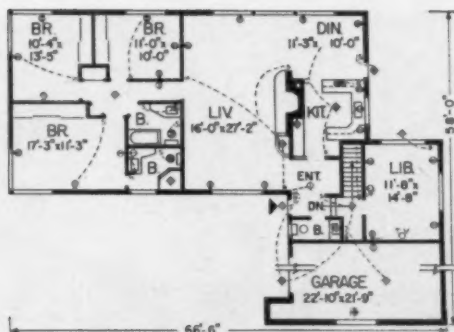
more than 30 till now. The Fairmount Park homes will be of brick, stone or frame, with two to five bedrooms. Even the draperies will move by push-button. The development will have its own water and sewerage system, and six artificial lakes.



AWARD is received by Freeman Wolfe from Charles Meyer (standing) of Madison County A.W. Bureau. Others are Arthur Kayser of Illinois Power Co., William Huxel, electrical contractor, Sam Wolf and Carl Miller, realtors.

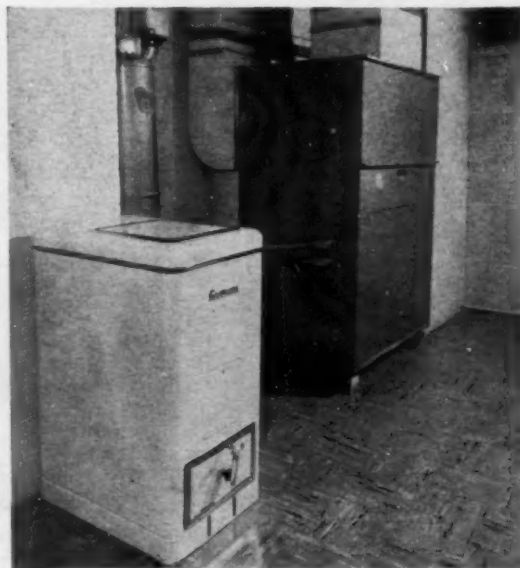
BATT INSULATION goes against brick wall. SCR brick, trussed roof, subfloor and furring are installed to permit complete lathing of shell, and eliminating wood backing and cutting and fitting of lath between partitions.

move . . . headed north



PLAN shows front-to-back living room, U-kitchen, which commands front entrance and driveway, also side and rear views. Basement is finished in hunting-lodge style, with fireplace wall extending to rear foundation.

HEAT PUMP, at right, is by General of California. It dominates the utility room formed by rear of stack (behind incinerator). Electric water heater, washer and dryer are off to the right near foot of steps.



They sell electrical living

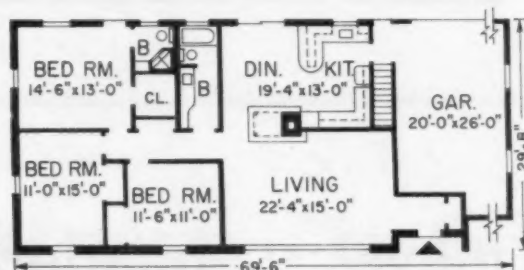


Leo Vador caught St. Louis' interest by showing the first heat pump in the nearby town

Getting St. Louisans to cross the Mississippi River to another state is no sales problem for Leo Vador who advertises the point that his Mitchell Place development in Neighboring Belleville, Ill., is only 20 minutes from downtown St. Louis. For the final promotion pull he goes the limit electrically. He put the first heat pump in the region into the house (below) last year, and is following up with a firm policy of Adequate Wiring certification for every house. Above (center) he is receiving the 200th certificate issued by the Belleville A. W. Bureau, from Erwin Braun, secretary, as Robert Newsome, owner of the home, looks on. The bureau helped plan the electrical layouts without charge to builder or buyer.

Vador's newest "first" in the neighborhood is the electronic oven going into his spring display model.

Mitchell Place will have over 120 units when present plans are completed, individually tailored to buyers' tastes and priced from \$16,000 to \$32,000.



PLAN shows featured fireplace between dining and living areas, compact kitchen layout, two baths.



"HOME OF TOMORROW" played up 3-ton GE Weathertron heat pump as "a peek into the future." Ten sales were

made from this house, with thermostatic controls, A. W., insulation, colored-texture plaster and brick veneer.

. . . AND IN WILMINGTON, DEL.

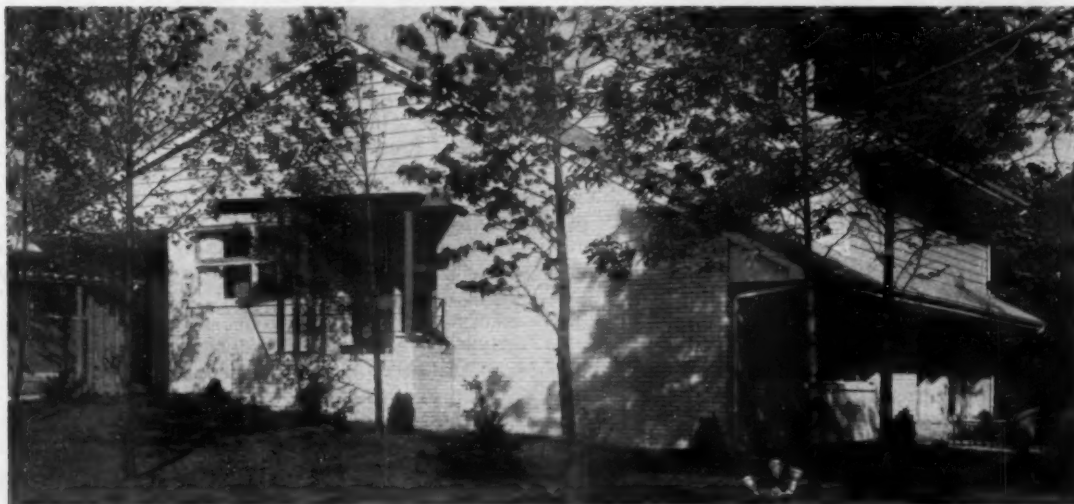
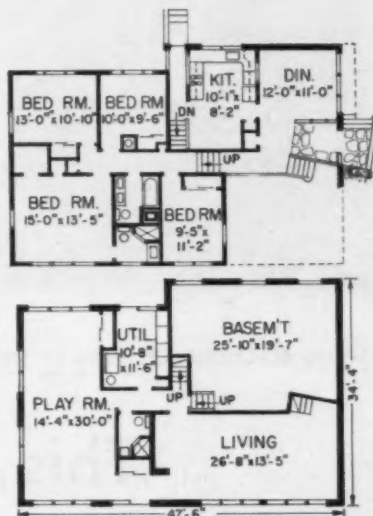
to help them sell houses



**Leon Weiner plays up lighting
for sophistication—wiring
for convenience and comfort**

At the 13th annual National Adequate Wiring conference in Chicago last February, the head of the Delaware HBA, a third-generation builder, gave a sharp from-the-record talk on how he convinces a house-wise clientele that they need look no further. He stressed exterior lighting for display and for permanent use; the fullest amperage load possible for the price of the house; split-wiring receptacle; and numerous outlets. His color slides (taken by George Davis, of New Castle County A. W. bureau, shown above, right, with Weiner) proved what sophisticated, quality lighting can add to even the most glamorous house. Result: the buyer's A. W. certificate is kept in his vault, to prove, years later that "This house is not obsolete."

PLAN of Franklin Homes Barclay split level shows easy access to living room down steps from main entry.



THIS MODEL reversed basic plan to utilize slope. Living room at right and playroom beyond look out on patio,

with outdoor spots and weatherproof outlet under overhang. Carport (off left) is lighted similarly.



. . . LIVING ELECTRICALLY: WHAT'S HERE IN COMMERCIAL CONSTRUCTION—LIMA, OHIO

This motel makes electric

"Turn it on yourself" is what many an owner of a hotel or motel would like to reply to a request for heat or cooling. The decentralized system throws the main responsibility on the occupant—and saves the owner headaches from piercing squawks if the central heating or cooling system should happen to break down. It also saves him plenty on initial cost of central equipment and underground piping and wiring.

As designer, builder and owner of the East Gate Motel in Lima, Ohio, Karl D. Shingledecker prefers individually heated and cooled guest rooms and is backing up his conviction with hard cash for a planned addition of ten units to the 26 now in operation.

The first 14 units, lobby and utility rooms were opened in October 1954. They were air conditioned with four two-ton units installed in the attic. Heating was by Electromode baseboard resistance units, with 1500-watt wall insets with blower and thermostat for the bathrooms.

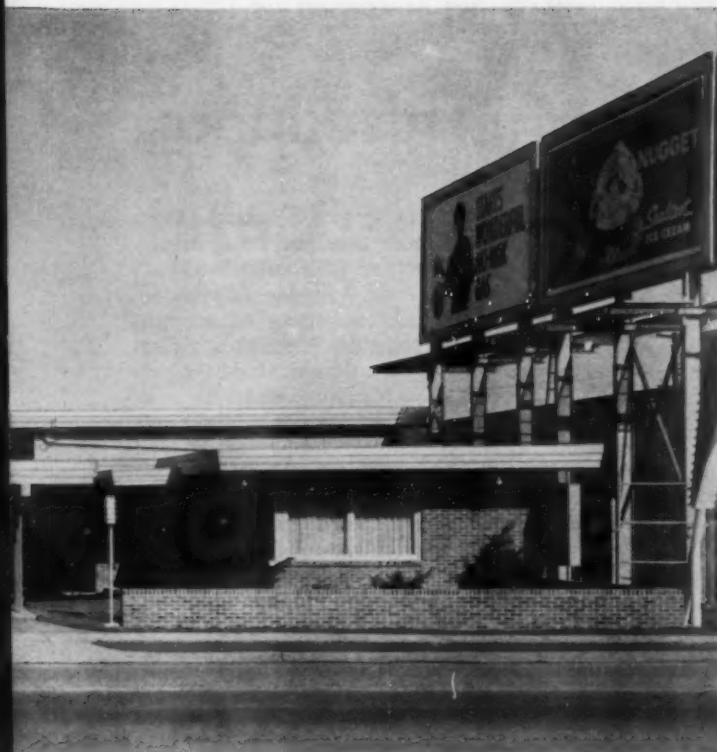
The next 6 units were opened March 1955, and 6 more January 1956. Shingledecker, pleased with

the heating system, stayed with it in the new wing, but tried a new departure in cooling. He tried individual $\frac{3}{4}$ -ton room units, placed in-the-wall. Convinced he has found the right combination, he will repeat it in the final section of the outer rim of rooms.

"If I were building a 100-unit motel, there would be no question as to the method of heating," he has declared. "In my mind, from the standpoint of original cost, maintenance, safety for my guests, along with the overall operating costs when you have but one utility service, there is no other way to heat a motel."

Shingledecker figures cost at about 70 cents a day per occupied unit for all electricity—heat, light, cooling, water heating—including the lobby, utility rooms, and his large three-level residence.

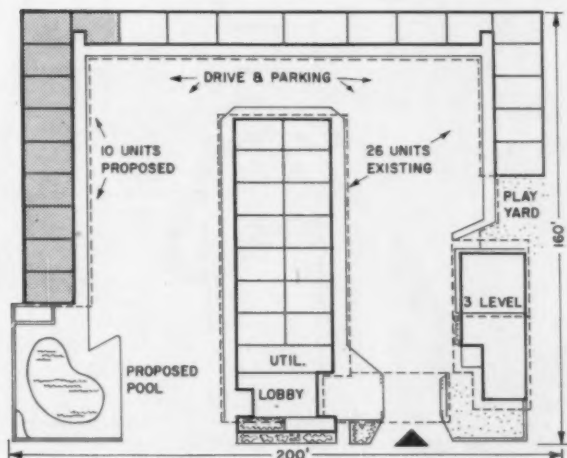
Heat emission is immediate upon the turning on of the individual room control since most electrical heat is by radiation. Other forms of electrical heating popular in motels are in-ceiling resistance cable (see *Selectric House*, p. 71) and on-ceiling conductive rubber panels.



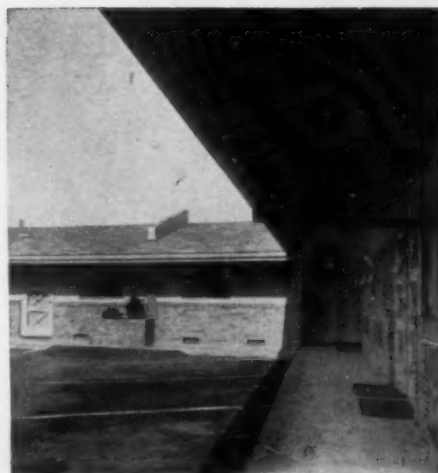
BASEBOARD HEATER permits full carpeting. Basic unit is 32" long, 8½" high, 3" deep, with 600-watt capacity, operating on 120 or 240 volts. Air conditioner fits into sleeve under window.

◀ **EAST GATE MOTEL** owner Shingledecker likes the single utility set-up "if you have a normal rate and proper installation and insulation."

heat its big attraction



LAYOUT of complete 200'x160' plot shows original block of rooms and lobby (center), residence and new group (right and rear), and projected 10 new units at left. "Swimming pool will be shielded just enough for privacy, not enough to hide it from passers-by."



NEW 12-unit section opened last year, seen from owner's residence. Note air conditioner wall sleeves at right into which room-units fit; also note wall bracket lamps.



This kind of

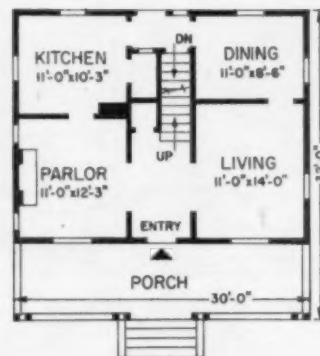
Bringing an old house up to 1957 standards involves giving it more than just a face lifting. Livability is more important than looks in today's remodeling. It follows, then, that rebuilding this 50-year-old home included completely redoing the electrical system. The following pages show how it was done cooperatively by the Greater St. Louis HBA, and the Union Electric Co. of St. Louis.

The exterior problems are obvious from the pictures, but inside Architects Norman Roab and Robert Elkington had even worse problems. Not the least was to replace a 15-amp, 3-wire system (there had been at least one previous attempt at electrical improvement) of the "knob and tube" type with an up-to-date system that would handle modern appli-

... helped to take 50



BEFORE: This house is an unfortunate example of the early 1900's. The picture and the plans show its obvious deficiencies; what isn't visible is the heating system (there wasn't any central heating) and the electrical system—a 15-amp, four-circuit antique that was just barely enough to handle the lighting.



adequate wiring . . .

ance loads.

The "showcase" part of the job, of course, was the new Moe lighting; but the bread and butter was the new power system that made it possible. There was a new 200-amp service—100 amps for the house's new eight circuits, and 100 amps for the new GE electric radiant-heating system. This last was installed when it was seen that an ordinary new system (there was no central heat) would cost around \$1,500. The electric system was cheaper to buy and install. Few structural changes were necessary. Estimated cost of heating: only \$230 a year.

The few outlets that there were (they were in the

floor, of all places) were replaced with 300 feet of Plugmold base, with outlets every six feet of usable wall space. The strip was also used in the kitchen and dining areas as chair molds.

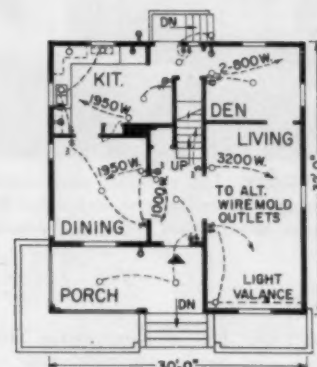
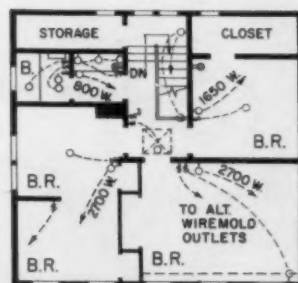
Kitchens are generally the first part of a house to be modernized and this one got the works, electrically speaking, in lighting and appliances. So did the bath, usually the second most important room from a modernizing standpoint. And finally a 5,200 cfm Emerson Electric attic fan was installed for cooling.

The final result may not look like 1957—that's asking too much—but it should live like 1957, and that's more than a lot of brand new houses do.

years off this house



AFTER: For all practical purposes, a new house. The dormer has been spread across the entire front for light and headroom upstairs. Some of the porch has been pulled indoors, and the whole interior has been opened up. Most important, the new owner will feel as if he's living in the twentieth century.



Here's how they remodeled

▼ They remodeled the bath with three jobs for electricity . . .



BEFORE: Just what you'd expect in the bathroom of an old house. Electricity has to provide new heat, light, and ventilation.



AFTER: The new compartmented bath. In the shower ceiling: light, heat, a fan. Over the basins: new fluorescent lights.

▼ . . . and the living room grew larger with balanced lighting . . .



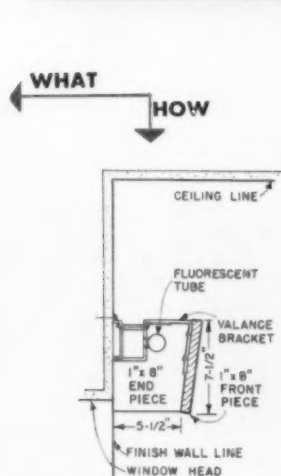
BEFORE: The principal problem—how to bring modern interest and color into the most heavily used room in the house.

AFTER: The solution: extend the room onto the porch, add room-wide curtains, put lighting behind the valance.

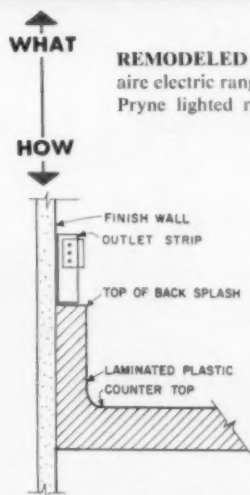


electrically inside

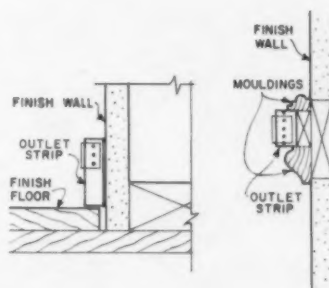
... while they gave the kitchen an electric working center



DETAIL shows how lights in valance (Moe) throw light up and down.



IN THE KITCHEN, Plugmold electrical outlet strip runs around plastic back-splash. Strip can also run along as wall base, above right, or chair mold.





Color photos: Luis Lemus

. . . **LIVING ELECTRICALLY: WHAT'S AHEAD IN MONROE, N. Y.**

This builder "House of Tomorrow"



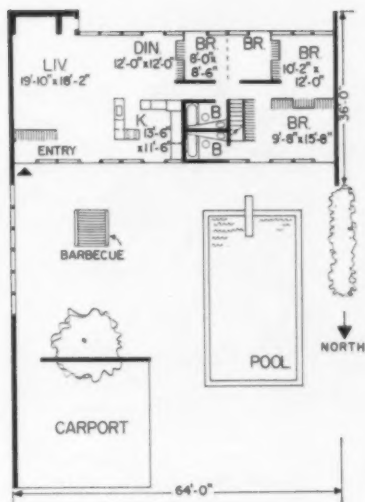
ARTIST'S SKETCH made during the design stage gives a bird's eye view of the flat-roof, 4', modular post-&-beam

house. The glazed endwall of the basement serves 1,500 sq. ft. expandable area.



CHANGING OF THE GUARD. Man's artificial lighting takes over from the sun at dusk.

shows what's ahead electrically



Builder-designer John Dornés in Monroe, N.Y., has taken the next logical step in the evolution of tomorrow's house. In general practice today is the one-room clear-span construction technique using trusses with permanently installed storage walls to divide up the space. Dornés' latest house (one of *Living For Young Homemakers'* Electri-Living models) shows the ultimate uses of electrical power feasible for a moderate-priced home. He has added retractable casters to the closet units that act as walls. With this design concept, the family can change the layout of any part (or all of the house) to meet changing needs, even changing moods. The only permanent walls in the building are the plumbing core walls and those enclosing the baths. For a full list of products used in this house, see p. 210.

◀ **NINE** casement-type doors open out, give access to outdoor terraces from each room. Gravel is used as an inexpensive ground cover for the driveway, carport, walks, and pool area.

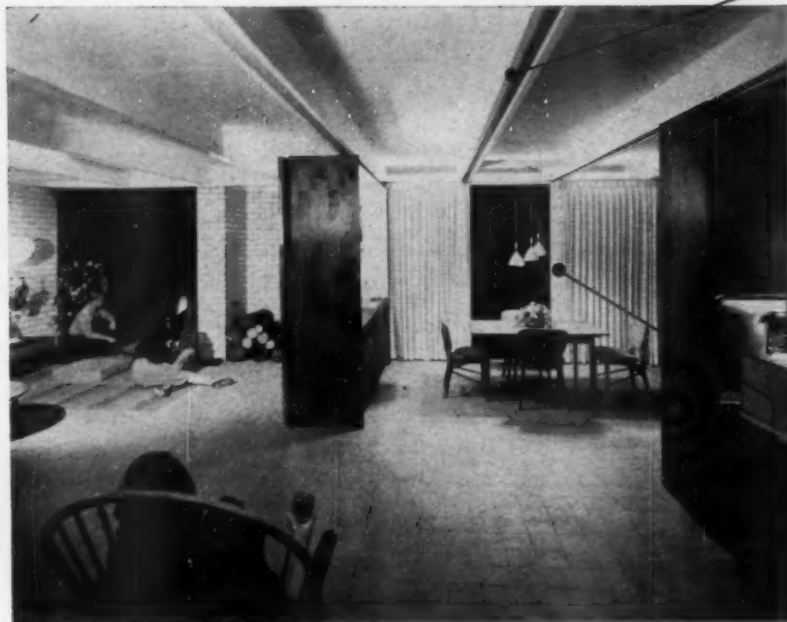
How to build electricity into



LIVING-DINING AREA looking toward the hi-fi electrical center built into closet storage units. Photo shows spacious open-planning. The cluster lamps over dining

table, like all ceiling fixtures in Dornés' house, are movable, are fastened to 2x4's running between exposed beams and plugged into switched outlets at ends of beams.

tomorrow's house

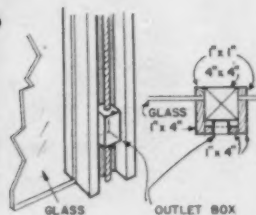


PASS-THRU BUFFET cabinet, usually near kitchen, separates living-dining areas. Quarry tile floor is excellent for moveable units. Photo: Ernest Silva.



TROUGH in underside of beams is utilized as raceway for wires, switched outlets.

◀WHAT —HOW




RECEPTACLES, at base of posts, are handy for strip outlets on moveable closets.

WHAT



AT HI-FI ELECTRICAL CENTER you can: (1) control every light in house, (2) dim lights in living area, (3) answer phone, (4) operate custom Stromberg-Carlson hi-fi.

HOW

ENDS MADE BY CUTTING ONE 4"x8" PANEL IN HALF
3/4" PLYWOOD
FULL 4"x8" SHEET → 

15" COAXIAL SPEAKER
MOUNTED IN ACOUST.
LABYRINTH

DOOR OPENED WHEN

HI-FI IS TURNED ON

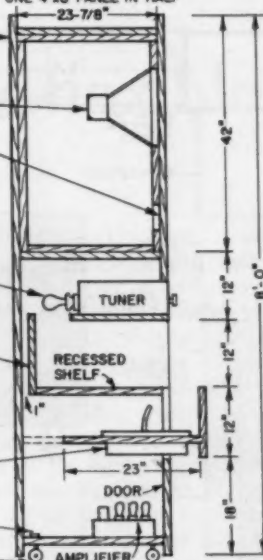
PLUGGED INTO BACK OF TUNER - LIGHTS WHEN SET IS ON, OR BY SEPARATE OFF-ON SWITCH —

FALSE BACK FOR RECESSED SHELF PROVIDES ONE INCH RACEWAY FOR WIRING TO FOUR ABOVE

RECORD PLAYER
(SHOWN EXTENDED)
USES NO SLIDING
HARDWARE, RIDES
IN WAXED WALL
SLOTS

RETRACTABLE
ROLLERS _____

WHEELS CAN BE
EXTENDED 3/4"_____



HOW BASIC 4'-wide ceiling-height closet cabinet is adapted for hi-fi. Standard units use four 4x8 sheets of 1" plywood. Photo left: Scott Hyde.

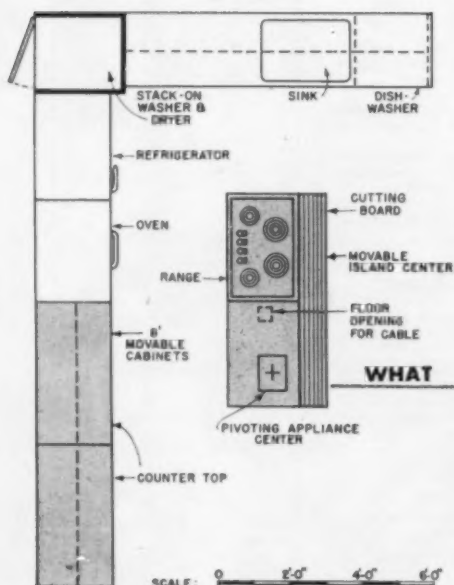


WHAT
↑
HOW
↓

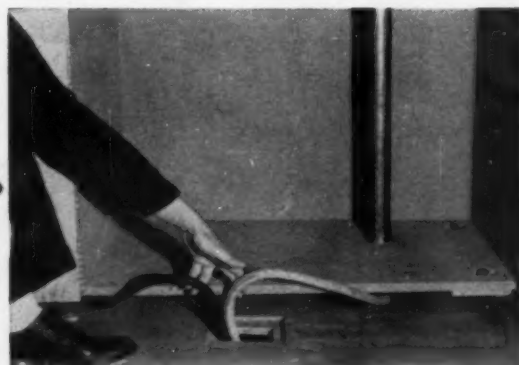
ONE POSSIBLE ARRANGEMENT of kitchen. Range island-center pivots to any desired position. Cabinets at extreme left can be moved too. Rear cabinet wall with sink, Westinghouse oven and refrigerator-freezer are stationary.

. . . LIVING ELECTRICALLY: WHAT'S AHEAD IN MONROE,

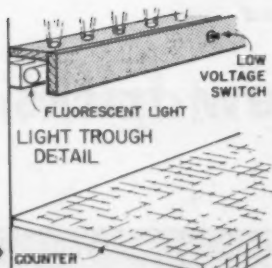
Tomorrow's



WHAT
→
HOW



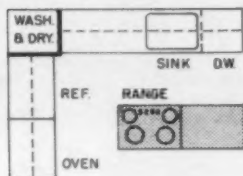
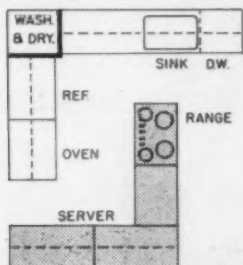
PLAN, LEFT, for one kitchen arrangement. Above, range-unit pivots. Dark cable for range; light for appliances.



HOW

WHAT

FLUORESCENT tubes in trough light up ceramic-tile counter and glass objects above.

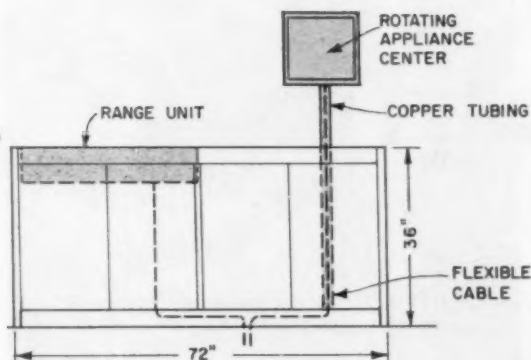


ANOTHER POSSIBLE ARRANGEMENT of same kitchen (see two other plans at left), has informal eating area. Portable appliances connect to pivoting appliance center. Cutting board doubles as breakfast bar. Photo: Silva.

N. Y., continued

kitchen will be electrically flexible

HOW



DRAWING SHOWS how Dorné's made Westinghouse appliance center pivot. Flexible cable is in copper pipe.

John Dorné's electrical thinking went beyond providing for the installation of a fully equipped Westinghouse kitchen. His electrical planning had to be as flexible as the roller-mounted storage walls. For example: Dorné's range-unit cabinet can pivot to any desired position. For lighting, a remote-control system is used. Lighting switches in each room area control local lighting except for two master panels, each of which has 12 color-coated buttons that control all the lights in the house. The master panels are not attached to the walls, but to long flexible cables that can be mounted set on furniture in any feasible part of the room. To create this flexible electrical control system, Dorné's used Luxtrol light controls; Touch Plate remote-control lighting; Lectrolines continuous outlet stripping.

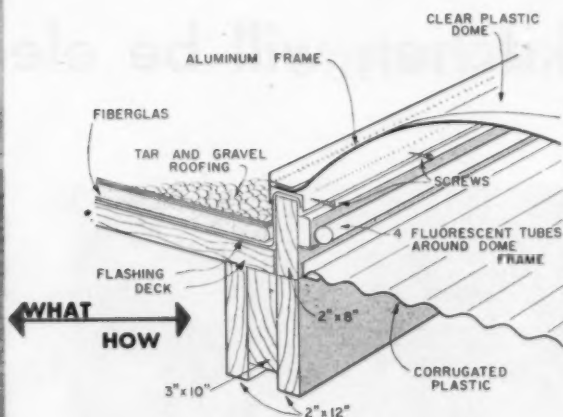
Here are three new tricks



↑
WHAT

↓
HOW

REAR OUTDOOR LIVING AREA is lighted by a few ground lights and pin-up spots fastened to the underside of carport beams, but most of the light comes from the interior valances (see detail). There is also a spot in floor of pool.



↑
LIGHTING IDEA: put four fluorescent tubes around base of plastic dome, above translucent plastic panel.

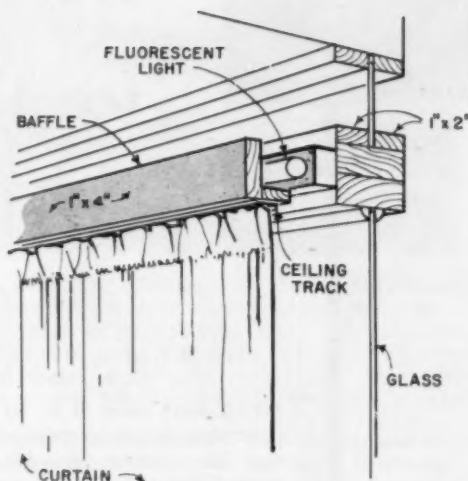
◀ **OVER FIREPLACE,** daylight comes from Wasco Skydome. Lantern with dimmer gives mood lighting.

in lighting techniques



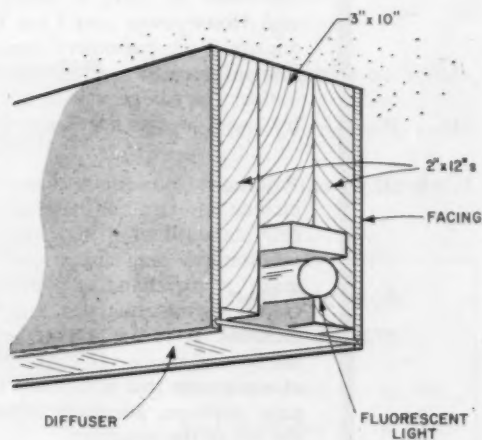
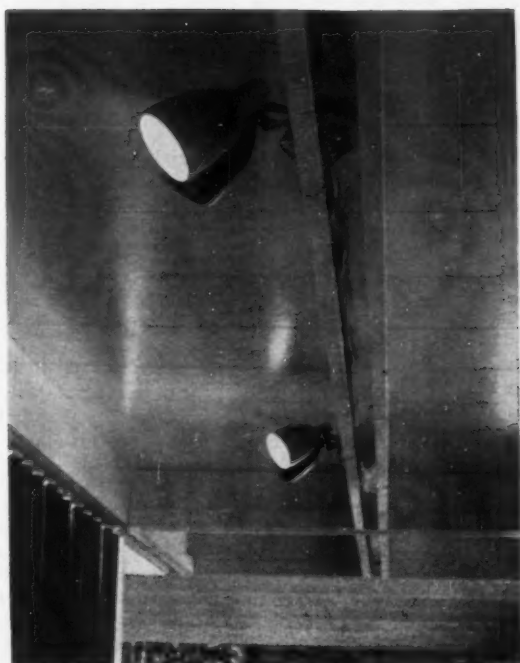
◀WHAT

▶HOW



WHEN LIGHT IS DIRECTED downward between drapery and glass, drapery is opaque from outside.

VALANCE LIGHTING around inside perimeter is set at each 4' module for overall illumination.



DETAIL shows alternate beam lighting where fluorescent tubes are softened by plastic diffusers.

▶PIN-UP LIGHTS over covered walk are controlled by low-voltage switches. Note wiring in channel.



Here's what's ahead for the easy-energy age of electrical living

• You don't have to be an old timer to remember when electricity in the home was like indoor plumbing—a citified luxury. Yet today, we wouldn't dare try to sell a new house with wiring that was standard ten years ago. This type of wiring would be painfully inadequate now, like the single lavatory-tub-com-mode bathroom. Home buyers demand at least an extra powder room. But they are not so clear as to what they need in wiring.

• They won't be unsure for long. The electrical industry's elementary self-interest motivates the story of Adequate Wiring and Housepower and Live Better Electrically. Your customers' demands will be more informed and articulate. As a builder you can grow with this demand, or try to evade it, to keep costs down.

• Because of customer demand, you now include an extra half bath as fitting in the new standard of living. You include insulation as a long-run economy—and you make a merchandising point of them. Good wiring qualifies on both these grounds. It means greater convenience, safety, and resale value. And unlike a lot of equipment that is included in the mortgage package, adequate wiring will last the life of the structure.

• Electrical people look forward to a time when all household energy will come into the house over a wire. That time is pretty remote for a builder who must meet immediate needs and cost requirements, but

even now he should build so that his customer will keep his Adequate Wiring certificate in his vault, as solid proof that his house is not obsolete, no matter what the inventors and manufacturers put onto the market in the next generation or two. Just think of it. In 1930, there were 19 electrical appliances on the market; in 1940, 36 appliances; in 1950, 43 appliances, in 1956, 62. There are more every day.

• Your kitchen will still be fresh looking in 1966; but will it be wired to handle one of the 9 million more dishwashers that Hotpoint predicts will be sold by then? (Today's dishwasher saturation is 4.7%; in 1966 it should be 19.7%.)

• The combination washer-dryer is hardly started—0.4 saturation last year; 9.1 predicted for 1956—200,000 to 5¼ million. And add air conditioners, disposals, freezers, all hardly started on the road from luxury-item to required staple of a reasonable standard of living.

• And we haven't even mentioned all the marvels already out of the dream stage but not yet in production: electronic cooling, TV recording tapes, flat panel all-glow lighting.

• The cost of electricity is going down. Atomic energy and solar heat will bring it down faster. This, then, is *what's ahead* electrically. Will your houses let your customers live fully—electrically—in the easy-energy age?



▲ **WALL-TO-WALL CEILING** of fluorescent lighting, "Sylva-Lume," is modular, interchangeable plastic panel system. Variety of panel patterns, colors, styles. Extruded aluminum track system, 3 ft.-square vinyl plastic diffusers, acoustic wedges or baffles. Sylvania Electric, Dept. AB, 1740 Broadway, New York 19, N.Y. (No. 5001, p. 132.)

◆ **REMODELED KITCHEN** takes on really new look with this ceiling of light styled by General Electric. Beams separate louvered plastic panels. Results include uniform lighting throughout working areas; light, airy effect even in room with few or no windows. General Electric, Dept. AB, Nela Park, Cleveland 12, Ohio. (No. 5002, p. 132.)

Indoor lighting:

Make the whole ceiling light up



MODULAR LIGHTING in panels of 2'x2' or in complete Sunshine Ceiling package for standard 5'x7' and 5'x8' bathrooms. Ceilings "float," do not touch walls, allow ample air circulation. Electrical channels attach to structural ceiling with grid to hold diffusers. Wakefield Co., Dept. AB, Vermilion, Ohio. (No. 5003, p. 132.)



AREA LIGHTING with Modulume. Three-dimensional modular plastic diffusers are mounted on extruded aluminum track. Three lengths allow combination to any total ceiling length. Mounts at cornice or ceiling, in one strip or many. Lam Workshop Inc., Dept. AB, 404 Main St., Wakefield, Mass. (No. 5004, p. 132.)

Use ceiling space as lighting space . . . whole ceiling or modular units do it

OTHER ELECTRICAL NEW PRODUCTS

Electrical heating	p. 108
Outdoor lighting	p. 98
Safety sound equipment	p. 104
Wiring devices	p. 112
Catalogs	p. 142



DRAMATIC APPROACH as well as a safe one is part of this "Electri-Living" house in Wheaton, Ill. Builder Graeme Stewart planned the front house approach with such safety items as the single down-shaded fixtures which light the driveway, by Lightolier (No. 5005, p. 132). Gar-

age itself is separately lighted (not by car headlights), and four recessed fixtures by Pryne Co. (No. 5006, p. 132) are installed in the house overhang. Not shown is a lamp post with illumination timed by an indoor clock control. Entire illumination of house takes 2,200 watts.

Outdoor lighting:

How to add glamor plus safety



EASY APPROACH to outdoor lighting can begin with weatherproof wiring devices such as this Saf-T-Lok Snap Cover Outlet. Designed to withstand excessive moisture, line has a hinged snap cover which locks into an open position. From Bell Electric, Dept. AB, 1884 W. 21st St., Chicago 8, Ill. (No. 5007 on page 132.)



TRADITIONAL APPROACH to up-to-date outdoor lighting begins with a colonial post lantern with metal top panels to reflect light downward. Other weatherproof fixtures in black

include matching lanterns on either side of door, adjustable reflectors along eaves of house. All from Moe Light, Dept. AB, 410 S. Third St., Louisville 2, Ky. (No. 5008, p. 132.)



MODEL HOME

TODAY, BUILDERS ARE LEARNING

How to sell homes just by pointing to them!

Many builders are finding that they don't have to do much more than tell people how to get to their homes—if they have equipped these homes with a full complement of modern electrical "servants," and if they point up this fact with Live Better Electrically promotion material.

For Live Better Electrically has been telling the over-all benefits of electrical living to consumers through practically every medium of communication: top magazines, newspapers, television, radio, direct mail, brochures, publicity and point-of-sale display.

When you associate your building project with Live Better Electrically, you get the direct benefit of this barrage of advertising and promotion. Turn the page and read how alert builders are using Live Better Electrically to sell their homes...

Six typical builders promote sales with Live Better Electrically



▲ **Hyman Cohen**, builder of Morewood at Cold Springs, N. Y., says: "We clinch most of our sales in the electric kitchen, and that's why we're sold on Live Better Electrically. Home buyers want the benefits of electrical living and Live Better Electrically will give our houses added sales appeal by pointing up all these benefits." Colorful mobile hangs from kitchen light. Self-adhering symbols adorn appliances and highlight easily overlooked features such as exhaust fan, outlets, switches.

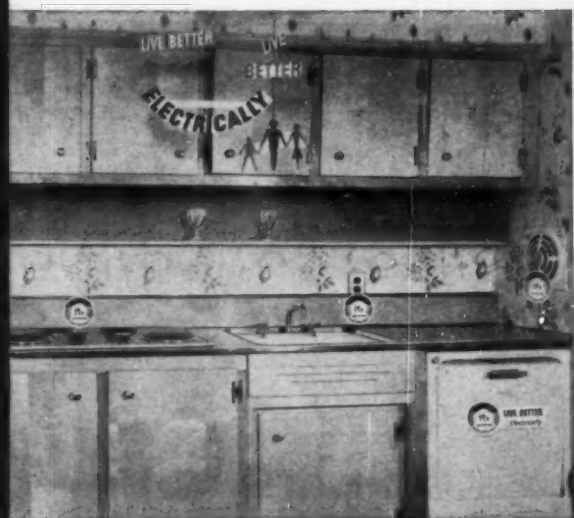


▲ **George H. Glover** (center) prominent Detroit builder, says: "Live Better Electrically is an excellent merchandising program, and it's the best way we know of to sell home buyers on electrical living. By working closely with contractors and our local utility under the Live Better Electrically banner, we've been able to increase the salability of our houses." Attention-getting symbol on site sign identifies house with all the benefits of modern electrical living.

▶ **Harold Kramer**, builder of more than 500 homes per year in New Jersey, says: "We're happy to be tied in with Live Better Electrically. We'll be using Live Better Electrically wherever we can to help play up all the electrical-living advantages of our homes." Living room's electrical switching, outlets, thermostat accented with colorful self-adhering symbols and hanging mobile.

▶ **Clayton H. Powell** (right), one of Savannah's leading builders, and William H. Gartlemann of Savannah Electric and Power Co. discuss plans for their cooperative Live Better Electrically campaign. "More electric features sell houses faster," says Mr. Powell, "and we're using Live Better Electrically to dramatize all the sales-appealing benefits of electrical living."





▲ **Howard Benedict, Jr.**, sales agent for Julius Meshberg's Gaylord Village in Hamden, Conn., says: "Live Better Electrically is one of the best merchandising programs ever offered to builders. We're going to take advantage of Live Better Electrically by merchandising this idea in every house we build." Mobile and self-adhering symbols point up this kitchen's built-in electrical benefits.



► **Charles J. Mascioli**, builder, Clearview Village, Plainview, N. Y., says: "I feel that the Live Better Electrically project is an excellent means of stimulating interest in new homes. By using this selling theme, I am able to closely identify myself with the national Live Better Electrically program and thus benefit from it." Eye-catching, weather-resistant direction sign points the way to model home.





Harness "Live Better Electrically" to your own sales effort!

Local publicity and advertising support come your way when you tie in with Live Better Electrically. A new Builder's Merchandising Kit will be available in ample time to take advantage of this selling theme in your National Homes Week promotion. The kit offers a whole arsenal of useful sales tools, including a new Builder's Idea Book, "How to Use Live Better Electrically to Promote New Home Sales," which illustrates:

Ideas for your sales brochure Site signs, mobiles, direction signs
Advertising ideas (actual cases) How to get local publicity

The kit also contains ready-to-use advertising and display materials that make it easy to put Live Better Electrically to work for you.

Call your electric utility now and reserve your kit, so you'll get this merchandising package as soon as it's off the press — and gain a head start in sales value from Live Better Electrically.

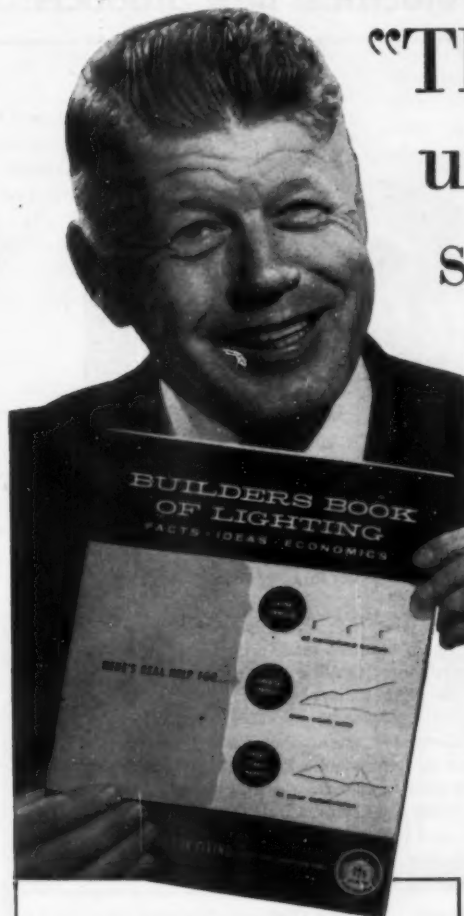
LIVE BETTER... *Electrically*

A united effort by everyone in the electrical industry — utilities, manufacturers, dealers and distributors, builders, contractors, architects — to sell the benefits of electrical living to consumers everywhere.



Take it from Frank Croonquist—GENERAL ELECTRIC'S NEW "BUILDERS BOOK OF LIGHTING" IS . . .

"The finest, most easily understood book on structural lighting"



Who's Frank Croonquist? He's a partner in Shervic and Croonquist Builders of Sunland, California. He builds Light for Living into their \$17,500 homes. And he says, "In one week of showing, the lighting in our model home drew rave comments from every single visitor."

Mr. Croonquist used ideas from "The Builders Book of Lighting," including a full 19 feet of valance lighting and lighted mantels using two 8-foot G-E Fluorescent Lamps. On that score, he says, "The detailing was easy to follow. Because instructions are simple and clear, we had no problem achieving the results we were after."

You can use Light for Living to increase the sales appeal of your homes. And you'll find that the Builders Book of Lighting helps you make Light for Living a powerful selling feature at surprisingly low cost.



GET YOUR COPY OF THIS HELPFUL BOOK!

It's Included In G-E's New "Builders Kit On Lighting". . . which also contains:



"How To Decorate And Light Your Home"—a book in full color, that popularly sold at \$6.75



"Lighting Fixture Guide"—for selecting the right fixture for the right place.



"See Your Home In A New Light"—a booklet of tested recipes that create Light for Living.



"Light For Living . . . Outdoors"—how to light yards and gardens for more family enjoyment.



"Wall Lighting Guide"—that shows, in full color, how wall lighting adds beauty and salesability to homes.



"Dimming Systems"—a handy guide to the economical installation of dimming systems.

In addition, there's a useful little folder on suggested "Selling Sentences" for builders and real estate salesmen showing homes that have Light for Living. You get all this material for only \$1.00 by mailing the coupon below. So, act now!

GENERAL  ELECTRIC

SEND THIS COUPON WITH \$1.00 TODAY!

General Electric Company, Large Lamp Dept. AB-57
Nela Park, Cleveland 12, Ohio

Please send me _____ Builders' Kits at \$1.00 each.

NAME _____

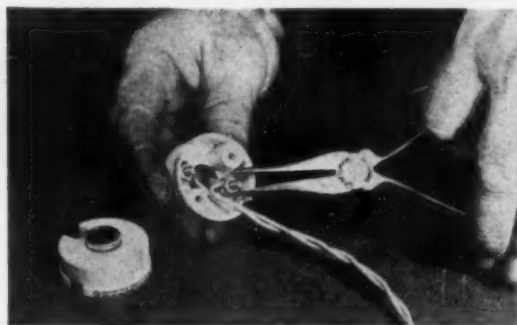
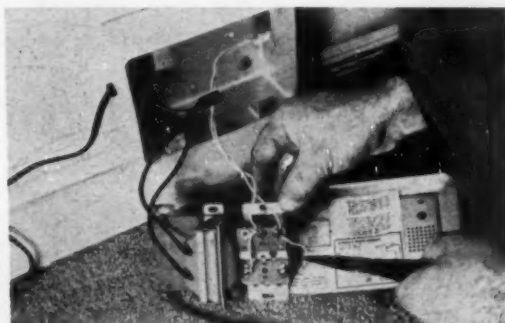
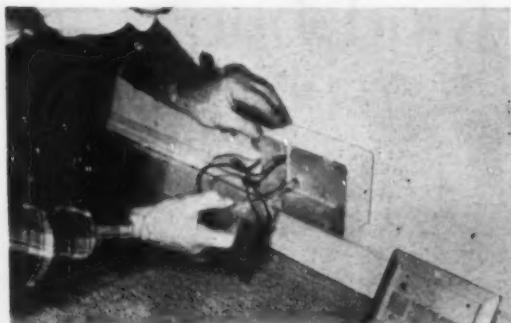
STREET _____

CITY _____

ZONE _____

STATE _____





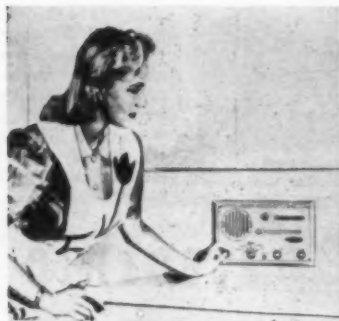
STEP ONE in installation of Edwards home fire alarm shown in upper left photo. Box for signal unit is easily attached to wall with screwdriver. Fire alarm provides cut-off for ventilating systems to prevent smoke damage.

STEP TWO (upper right photo) illustrates how simply connections to the signal unit are made with either bell wire or dual thermostat wire. Complete wiring diagram is given on the reverse side of the control panel.

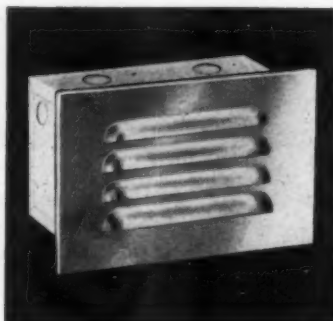
◀ **STEP THREE** (lower left photo) shows automatic fire detectors connected to the system with a pair of pliers and later attached to attic or basement ceiling areas. Edwards Co., Dept. AB, Norwalk, Conn. (Circle No. 5009, p. 132.)

Safety and sound devices:

How to give extra protection



SAFETY AND SOUND are highlighted in combination AM & FM music system and intercom by Musi-Call. Protects three ways: electronic baby sitter, permanent butler and night watchman. Five stations can initiate call. MusiCall Corp., Dept. AB, 324 S. Beverly Dr., Los Angeles, Cal. (No. 5010, p. 132.)



DESIGNED FOR PEAK performance, recessed wall lighting unit has variety of applications such as lighting stairways and patio steps. Safety-Lite directs all the light downward on walking area. Stainless steel face plates won't corrode. Litecraft Mfg. Corp., Dept. AB, 8 E. 36th St., N.Y. 16, N.Y. (No. 5011, p. 132.)



VERSATILE RADIO-INTERCOM provides music, two-way intercom, fire warning system. Features electronic device that can be selectively set to relay unusual noises and interrupt radio reception for sound's duration. G & M Equipment Co., Dept. AB, 7315 Varna Ave., North Hollywood, Cal. (No. 5012, p. 132.)

Weatherproof flush overhead doors

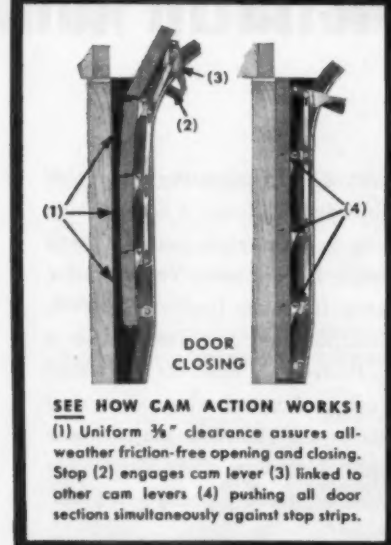
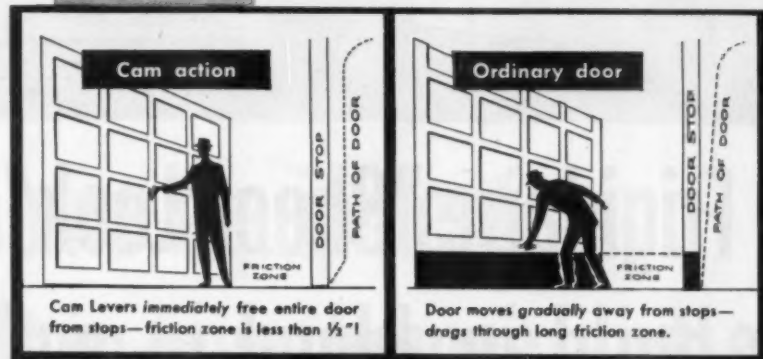
Flush-type overhead doors with guaranteed weather resistance and high insulation value are available for the first time with the new Weather-King Flush Barcol OVERdoor Sections, featuring honeycomb core sandwich construction, hardboard facings. Weather-King Flush Barcol OVER-

doors, with patented Cam Action tight closing, offer weathering and insulation values comparable to the outside walls in which they are installed.

The manufacturer, Barber-Colman Company, Rockford, Illinois, was also first to use hardboard panels in garage and industrial doors. Nationwide distributors install and guarantee Barcol OVERdoors.



Barcol OVERdoors close tighter, yet open easier!

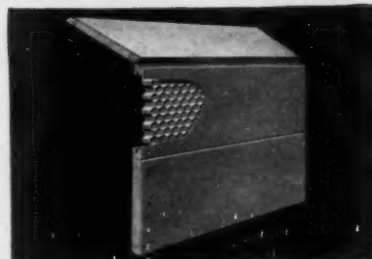


CAM ACTION OVERdoors close tighter because door rolls easily down with $\frac{3}{8}$ " clearance and then is pushed forward by cam levers and held firmly and evenly against door stops. No dragging . . . no scraping.

CAM ACTION OVERdoors open easier, at a turn of the latch handle, because extra Cam Springs at bottom pull entire door $\frac{3}{8}$ " back from stops—overhead springs then lift friction-free door upward. Friction zone is reduced, allowing wood to swell in damp weather without sticking, binding, or wedging. Call your Barber-Colman distributor (under "Doors" in phone book) or write:

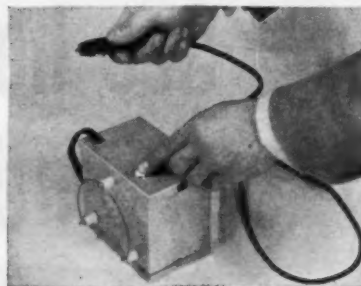
Barber-Colman Company

Dept. Q75 Rockford, Illinois



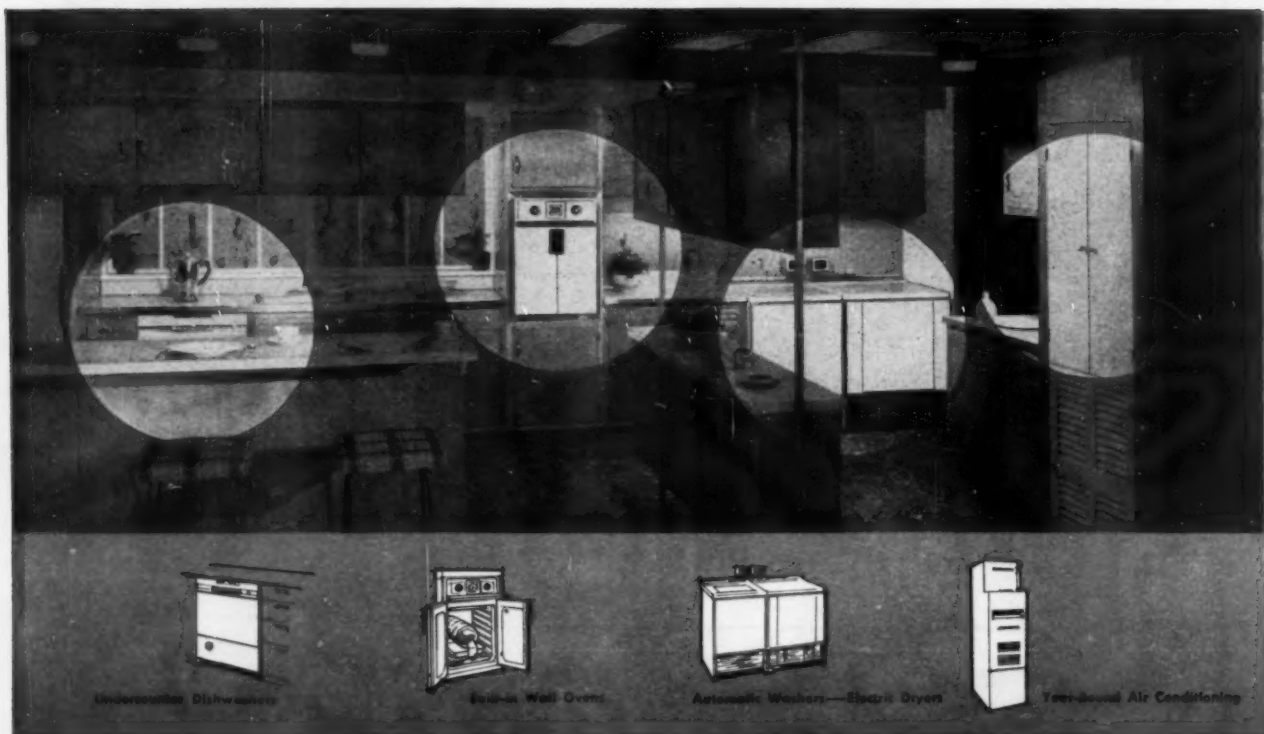
Weather-King Flush Sections

The illustration above shows how weatherproof hardboard facing is applied to a honeycomb core in the construction of Weather-King Flush Barcol OVERdoor Sections. Facing is guaranteed not to split, crack, delaminate, or weather-chip. Small captive air cells of resin-impregnated honeycomb core eliminate convection currents and provide insulation equal to that of a 5-in. house wall—U factor .259. Redwood closures withstand severe weathering conditions; bonding adhesive is impervious to moisture. For booklet write Barber-Colman Company, Dept. Q75, Rockford, Illinois.



Demonstrator key for Drive-In-Home builders

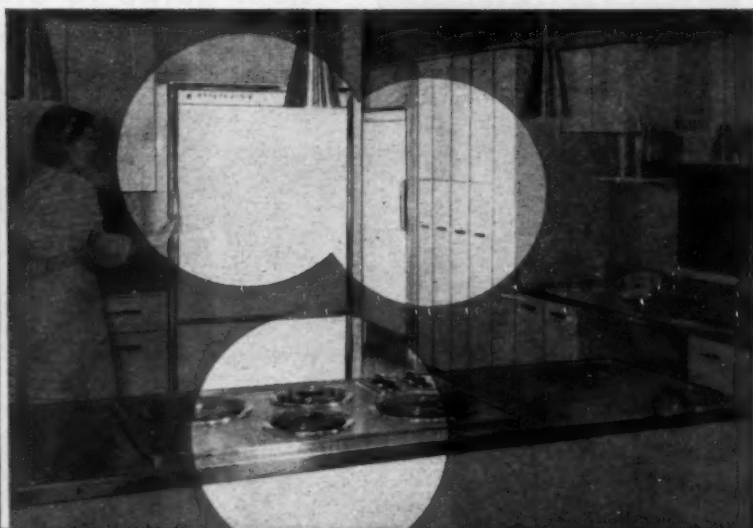
Demonstrator-key for builders featuring Barcol Doorman garage door electronic control in their homes. Demonstrator consists of actuating element in a stainless metal box with pushbutton on top . . . plugs into any car cigar lighter. House salesman lets prospects press button, and garage door opens automatically. After house is sold, actuator is transferred to owner's dash and actuating element of another Barcol Doorman placed in demonstrator box. Together with the new price of only \$198.00 for the Barcol Doorman, the demonstrator key is helping make automatic garage doors one of the basic "built-ins." For booklet write Barber-Colman Company, Dept. Q75, Rockford, Illinois.



See how Frigidaire "Sheer Look" can build-in, blend-in and



The trend-setting "Sheer Look" in built-in and freestanding Frigidaire home appliances is "sheer luck" for builders in today's competitive market. Now, with less work, for less cost, you can style your kitchens and laundries to suit the most discriminating home-buyer. You can offer both built-in luxury, and blend-in beauty from the freshest, newest, most stunning line of appliances ever built for the home. Installation is a breeze—almost as easy as Plug-in . . . Push-in . . . Built-in! No round corners, no bulges, no gaps—they fit flush with standard wood or steel cabinets available anywhere. In addition to the complete major home appliance line, Frigidaire Full-Home Conditioning now offers a complete line of summer and winter air conditioners to fit every home you build.



Fold-Back Surface Units



Refrigerators



Built-In Cooking Tops



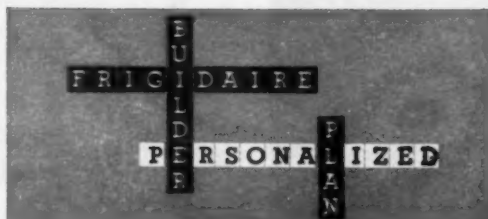
Food Freezers

home equipment fit-in your homes and selling plans!

TO HELP SELL YOUR HOMES...

No matter where you are, a Frigidaire Builder Sales Representative is prepared to assist you with new merchandising plans and materials for your specific homes.

Call your nearest Frigidaire Dealer or District Headquarters for complete information.



REFRIGERATORS • ELECTRIC RANGES • BUILT-IN COOKING TOPS
• WALL OVENS • FOLD-BACK SURFACE UNITS • DISHWASHERS •
FOOD FREEZERS • ELECTRIC WATER HEATERS • ELECTRIC DRYERS
• AUTOMATIC WASHERS • FULL-HOME AIR CONDITIONERS •
GAS & OIL FURNACES • ROOM CONDITIONERS • DISPOSERS

IN '57 GO

FRIGIDAIRE

DIVISION OF GENERAL MOTORS CORPORATION
DAYTON 1, OHIO



HEATING PLUS LIGHT for this bathroom comes from Nutone's Heat-a-Lite installed in ceiling over the vanity area. Builder Ray Nelson of Cincinnati, Ohio, also includes a Nutone ceiling ventilating fan as part of his bathroom package. Nutone Inc., Dept. AB, Madison and Red Bank Rds., Cincinnati 27, Ohio. (No. 5013, p. 132.)

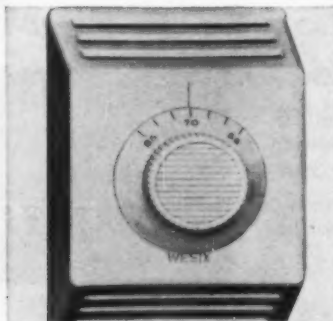
◀ **ALL-ELECTRIC HEATING** system with new G.E. Weathertron heat pump. Unit uses only outside air and electricity to heat home in winter, cool it in summer. Operates without fuel or water. General Electric, Dept. AB, 1 River Road, Schenectady 5, N.Y. (No. 5014, p. 132.)

Electric heating:

Latest lessons in how to heat



HEATING BY BASEBOARD suggested by Electromode. Grey hamertone-finished units have all electric wire, insulated, embedded and completely sealed within the cast-aluminum heating element. Finned aluminum diffuses heat rapidly. Electromode Div., Dept. AB, 45 Crouch St., Rochester, N.Y. (No. 5015, p. 132.)

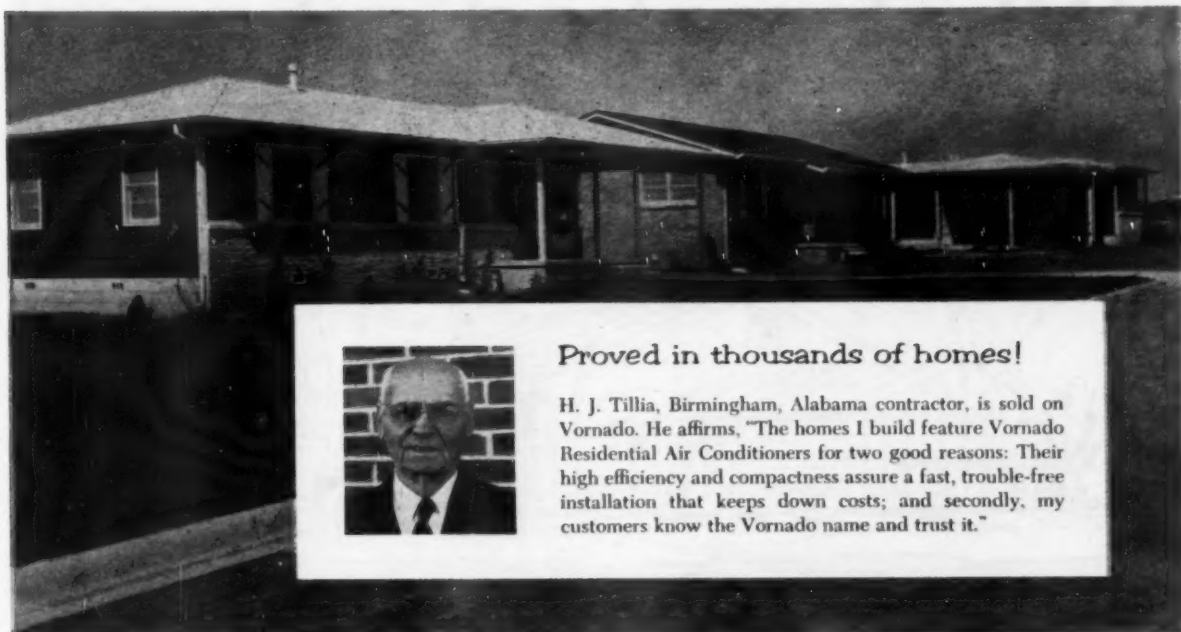


COMBINED THERMOSTAT and two-pole switch from Wesix. Model DLV gives sensitive direct control of electrical heating cable, of non-automatic heaters, duct heaters, other electrical heating units. Rated at 25 amps, 240 volts. Wesix Electric Heater Co., Dept. AB, 390 1st St., San Francisco 5, Cal. (No. 5016, p. 132.)



ELECTRICAL CONTROL by "Weather Minder." Mounted outside home, the thermistor unit signals temperature changes to control panel that serves as central control between room thermostat, outdoor unit, heating equipment. Detroit Controls Corp., Dept. AB, 5900 Trumbull Ave., Detroit, Mich. (No. 5017, p. 132.)

Preferred by builder...and customer alike!



Proved in thousands of homes!

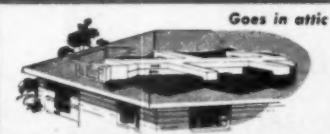
H. J. Tillia, Birmingham, Alabama contractor, is sold on Vornado. He affirms, "The homes I build feature Vornado Residential Air Conditioners for two good reasons: Their high efficiency and compactness assure a fast, trouble-free installation that keeps down costs; and secondly, my customers know the Vornado name and trust it."

Vornado® Residential Air Conditioner...

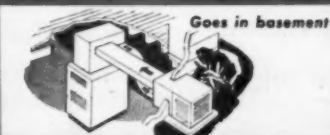
ideal for every home in every price bracket



Goes in crawl space



Goes in attic



Goes in basement

Installs Anywhere

Can be connected with the heating system or installed separately with prefabricated Vornaduct.

VORNADO INSTALLS EASIER PERFORMS BETTER

- * **Complete Package.** Vornado puts air conditioning in self-contained, air-cooled package. No extra plumbing, water connections, outside accessories.
- * **Twin System.** Two hermetically sealed, heavy-duty compressor units deliver unequalled capacity.
- * **Factory Warranty.** Assures satisfactory service. Over 7 million satisfied Vornado users.
- * **FHA - VA.** Meets all FHA and VA requirements.

VORNADO HELPS YOU SELL! Dramatic...attention-compelling merchandising sales aids are available to help you, including...

HANDOUT PIECES • EXTERIOR SIGNS • INTERIOR MOBILES
DECALS • PUBLICITY STORIES • AD LAYOUTS

Product of The O. A. SUTTON CORPORATION, INC., Wichita, Kansas

World's leading full line manufacturer of comfort cooling appliances

send this coupon today

AB-5

The O. A. Sutton Corporation, Inc. 1812 West Second Street, Wichita, Kansas.

I want complete information on your new versatile low-cost Vornado Central Air Conditioners. It is understood there is no obligation.

Name _____
Firm _____
Position _____
Address _____
City _____ State _____

What makes a home



Time was, a house was built of brick, lumber and glass. Today a house is made of brick, lumber, glass and BRANDS. If not, it will probably never be a home. For BRANDS now are the standard for the American public. Today's consumer is at home with the BRANDS he knows, trusts, looks for. Whose roof? Whose heating? Whose refrigerator? Whose washer? Whose range? Is there adequate wiring for all of today's electrical appliances? These are questions prospects ask and progressive builders can answer with ease . . . their homes have the quality and appeal of BRAND names. They know what makes a home BRAND new!

The Saturday Evening Post has built more brand names than any other magazine in America . . . especially in the building field. The outstanding companies listed here continually keep prospects aware of their BRAND names through the pages of the Post.

BRAND

new ?

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Sanitary Corporation
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LIVE BETTER...Electrically



The Saturday Evening

POST

A CURTIS MAGAZINE

MAY 1957

America reads the Post



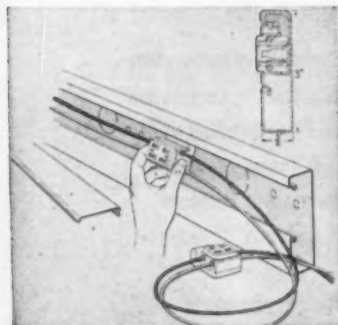
◀ **JOB STARTED:** Baseboard-style electrical strip assures a flexibility of outlet location for homeowner. Going in here: Plugmold system, used by Allen Construction Corp. near Harrisburg, Pa. First photo (left) shows Plugmold base fastened to wall; electrician splicing feed wire to run from control panel to Snapicoil. Outlets every 60 inches.

JOB FINISHED: connection made, the receptacle is snapped into holecut and secured with device clip; then Snapicoil and holecut cover are secured over assembly. Prime coat simplifies painting job. From Wiremold Co., Dept. AB, Hartford, Conn. (Circle No. 5018 on page 132.)

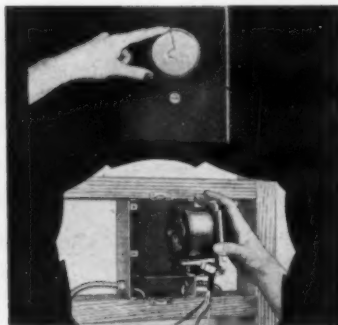


Wiring devices:

Lighting convenience: easy to have



NEW OR OLD construction will take this Baseduct system which combines multi-outlet assembly with a deep raceway in its lower area for all normal branch circuit requirements. Duplex receptacle on 30" or 60" centers. National Electric Products Corp., Dept. AB, Gateway Center, Pittsburgh 22, Pa. (No. 5019, p. 132.)



LIGHT CONTROL EASE from compact Luxtrol unit with rotating contact arm which allows any desired lighting intensity from darkness to full brightness by turning knob. Housed in metal wallbox with tapped holes on all sides. Superior Electric Co., Dept. AB, 3037 Deemers Ave., Bristol, Conn. (No. 5020, p. 132.)



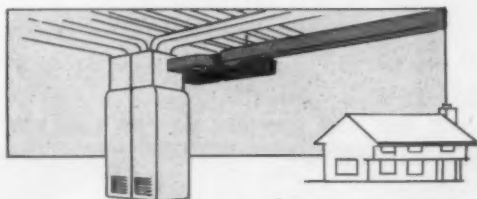
EASY-TO-FIND light switchplate uses a Panel-escint lamp to show the way. Offered now as a replaceable unit for existing switchplates. Panel-escint lamp is of porcelainized steel, coated with a ceramic-phosphor mixture. Sylvania Electric Products, Dept. AB, 1740 Broadway, New York 19, N.Y. (No. 5021, p. 132.)

Stimulate new home sales with REVOLUTIONARY CENTRAL AIR CONDITIONER

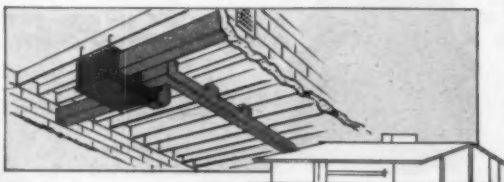
Save hundreds of dollars by specifying **FEDDERS**

Adaptomatic

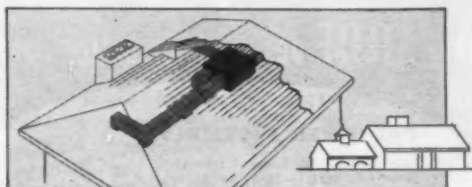
**LOCATES ANYWHERE... IN
ANY TYPE OF HOUSE**



CAN CONNECT TO WARM-AIR SYSTEM utilizing same ducts for heating and cooling to slash costs.



IN CRAWL SPACE, UTILITY ROOM where attic or basement is not available. So compact it takes little space.



IN ATTIC OR GARAGE ROOF. Can be located for minimum duct work to reach all rooms.

FEDDERS

World's most-wanted, most-enjoyed air conditioner

Now, you can use the sales-closing appeal of whole house air conditioning as standard equipment in every house you build. The Fedders Adaptomatic is priced far below conventional air conditioners... installs for hundreds of dollars less, too.

An all-in-one unit that is completely assembled and tested at the factory, the Adaptomatic is ready to work when delivered. No need for separate outside and inside units that have to be connected by long hermetic lines and charged with refrigerant at the site. No need for water lines or cooling towers.

Unlike other all-in-one air conditioners that are basically overgrown window units, the Fedders Adaptomatic requires no large openings in outer walls, no extra structural work. Its revolutionary system of Pressurized Condenser Air employs a powerful dual-centrifugal blower to push-pull outside air to any interior installation point. Therefore, it can be installed anywhere.

The Adaptomatic connects to any warm air heating system... fits into attic, crawl space, utility room. Its time-saver split chassis design facilitates installation and service in cramped quarters.

Get the facts today. Call your local Fedders distributor or mail the coupon below for complete specifications on the 2-ton and 3-ton Adaptomatic.

SEND FOR SPECIFICATIONS FOLDER!

FEDDERS-QUIGAN CORP.—Dept. AB-57
Maspeth 78, New York

Gentlemen: Please send me, without obligation, complete information on central air conditioning with Fedders Adaptomatic.

PLEASE PRINT

NAME.....

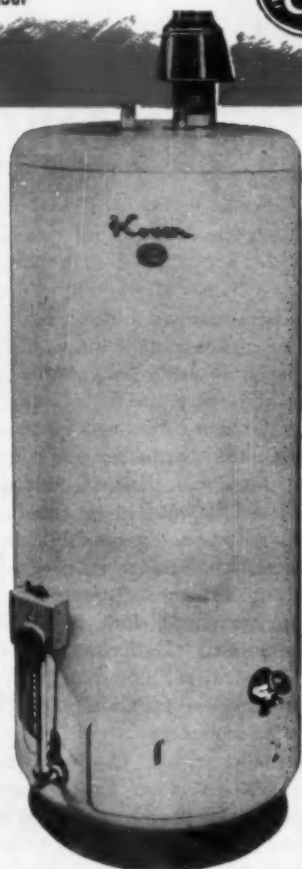
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CITY..... STATE.....

THE FAST SELLING AUTOMATIC
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Koven

POSITIVELY CANNOT CHIP, CRUMBLE, OR CRACK
 HIGH PRESSURE RESISTANCE
 SAFER—LONG-LASTING
 NO EXPOSED STEEL
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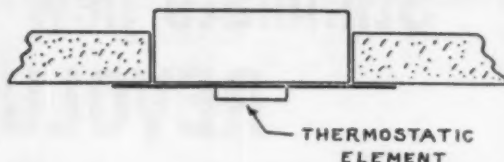


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 a variety of
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OTHER FEATURES of KOVEN SUPER GLASS
 lower fuel costs • 100% automatic
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 struction • long-life 355 lb. test tank
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Nationally advertised

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 PLANTS: JERSEY CITY, N. J. • DOVER, N. J. • TRENTON, N. J.



THERMOSTATIC
 ELEMENT

SELL HOMES FASTER!

This one-half inch fire sensitive element
 is all that need show below the ceiling
 when you install Underwriters' approved
 Life Saver Thermostats in your house.

You must have noticed how fast a
 house sells when equipped with a fire detection
 system. Always be prepared to tell the new
 purchaser how little it costs to get this valuable
 protection against fire in his new home.

WE SOLICIT INQUIRIES

FIRE ALARM THERMOSTAT CORP.

57 West 23 Street

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Model 505 ...
SCALLOPED HI-SPOT
 for R30 and 40 PAR LAMPS ...

Dainty black lac design
 combined with rugged, precision
 manufacture.

Can is heavy gauge
 drawn aluminum.

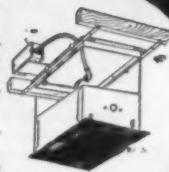
Plaster ring
 and Greenfield
 included.

another **ATLITE** designed for better lighting

PRE-WIRED ASSEMBLY

Fast, Easy Installation. Reduces inventory.
 Drive four nails — turn the screws.
 It's up — without carpentry! Available in
 six sizes. Carry only what you need.

Order from your jobber—or write for
 literature and competitive price list.



ATLAS

ELECTRIC PRODUCTS CO.

319 Ten Eyck St., Brooklyn 6, N. Y.





smart modern appearance

helps make **CHROMALOX** Electric Baseboards the Quality Line

Homeowners are quick to appreciate the clean, streamlined styling of Chromalox Electric Baseboard Heaters . . . and their smooth, uncluttered flow from wall-to-wall and around corners.

With factory-primed surface, they're ready to paint in any color desired. No need to convince Mrs. Homemaker that one of 27 shades of white or other factory colors "will look just fine."

The *top-front* warm air discharge — another Chromalox quality design feature — avoids messy wall streaking . . . makes the world's cleanest heat just that.

The baseboard idea itself is strictly a quality heating idea. None other gives the genuine comfort of baseboards . . . that put heat along out-

side walls and windows where most heat loss occurs.

And the silent, finless Chromalox strip element cannot catch or char dust, dirt and lint, will never sag.

Available in four practical lengths. Two adjacent connections wire-up 16 feet of heat. Simply attached and connected. Wiring from bottom, back or either side. Built-in thermostat and convenience outlet sections also available.

Write for more details today — mention Bulletin 800A.



Edwin L. Wiegand Company

RESIDENTIAL HEATING DEPARTMENT

7870 Thomas Boulevard, Pittsburgh 8, Pa.

Heat Better . . . Electrically

**You save
hours
on
every
job**

with

ONAN portable ELECTRIC PLANTS

When you can't use motor-driven tools you lose profits *fast*. An Onan Electric Plant gives you plug-in electricity *anyplace, anytime* . . . no waiting for highline hookups . . . no long extension cords to get fouled up.

Onan 4-cycle electric plants feature split-second starting, long-life, and all-round dependability . . . with a big weight saving over usual 4-cycle units. The model 205AJ-1P pictured

above delivers 2,500 watts . . . enough for several saws, drills or other tools and all the lights you need . . . yet it weighs only 139 pounds. Model 105AK-1P delivers 1500 watts . . . weighs only 125 pounds.

Onan portable units are completely Onan-built with Onan engines direct-connected to Onan all-weather generators. They are compact, sturdy . . . and they run longer with minimum servicing.

WRITE FOR FOLDER SHOWING PORTABLE MODELS

D. W. ONAN & SONS INC.



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Builders, Contractors like to Sell, Install these New Radio-Intercom Systems

Fanfare MUSI-TALK



Sell . . . because MUSI-TALK adds to the value and sales-appeal of every house. It's the "big extra" certain to clinch a sale!

Install . . . because MUSI-TALK installation kits and electronic kits may be purchased separately thus saving 3/4 on original investment. There is no warehousing problem.

- 6-Tube, trouble-free, printed circuit radio
- Direct remote-to-remote communication
- Remote stations can originate calls
- Smartly styled in brushed copper

Complete MUSI-TALK system consists of installation kit (plaster boxes, 200 ft. of wire and hardware) and electronic kit (1 master control, 4 indoor remotes and 1 door remote) **\$149⁹⁵**

Write for FREE catalog MT for complete details—and literature on other Fanfare intercoms for home and industry. Territories available for distributors.

FANON ELECTRIC CO., INC.

MFRS. OF "FANFARE" INTERCOMS AND PHONOGRAPHS
98 BERRIMAN ST., BROOKLYN 8, N. Y.

In Canada: Active Radio & TV Dist., 58 Spadina Ave., Toronto

**American
Builder**

New products

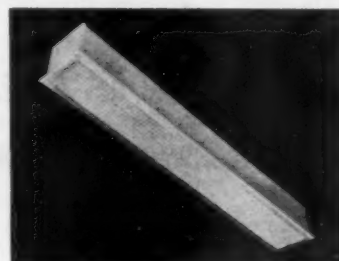
INDOOR LIGHTING



High output, low cost lighting fixture

A shallow built-in lighting fixture, designed for 150 W lamps, that does not require special wiring, is now available. This lighting fixture comes complete with Kirlin glass-surfaced aluminum mirror reflector. It is only 12 inches square, approximately the size of a ceiling tile. The special prism lens allows a wide spread to the light, and the total light output is exceptionally high—well over 70 per cent. Prices vary depending upon size. Kirlin Co., Attn. L. M. Kirlin, Dept. AB, 3435 E. Jefferson Ave., Detroit 7, Mich.

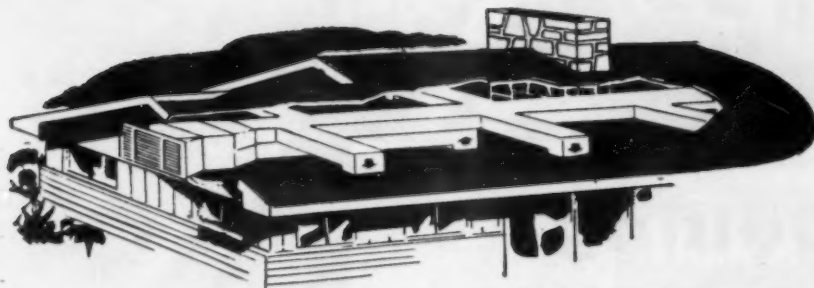
Circle No. 5022 on reply card, p. 132



Attractive yet economical recessed fixture

Uni-Lites, a series of one-lamp shielded fixtures for recessed and surface mounting has recently been added to the Electro-Silv-A-King line. Pictured is the recessed Uni-Lite which has a lay-in diffuser and uniform width end and flange trim designed to present a trim, smooth appearance. Also features adjustable hangers for various ceiling types. Fixtures come completely assembled. Further information available from Electro-Silv-A-King Corp., Dept. AB, 1535 S. Paulina St., Chicago, Ill.

Circle No. 5023 on reply card, p. 132



SAVE UP TO 50% ON TODAY'S MOST DYNAMIC HOME-SELLING FEATURE —*Central Air Conditioning!*

New air-cooled packaged system
now available with **LOW COST**
AMERICAN-Standard pre-fabricated
aluminum-clad fibre glass ductwork



Never before has such a small investment packed so much extra *sell* into a house! Central air conditioning—now cut as much as 50% in cost by American-Standard's new air-cooled package unit and pre-fab ductwork—doesn't just sit there looking pretty. It's dynamic . . . it breathes cool comfort . . . it whets your buyer's desire for quick possession of the house!

This is a *twin-compressor* unit—delivers 24-hour-a-day comfort. A single compressor maintains proper humidity and temperature on normal sum-

mer days; on extremely hot days both compressors operate to insure complete comfort.

Just order it as a completely installed system. No problems! No grief! Your local American-Standard Air Conditioning specialists do the whole job, furnishing the new Model ACP (covered by 5-Year Protection Plan) in either a 2 hp or 3½ hp size . . . whichever is more economical, all house construction factors considered.

Call them today and talk it over!

SPECIAL AMERICAN-STANDARD PROMOTION PLAN HELPS YOU SELL AIR CONDITIONED HOMES

Ask your local American-Standard Air Conditioning specialist for details on liberal promotion plan covering newspaper ads, direct-mail material, model home billboards and display cards, and newspaper publicity.

AMERICAN-Standard

AIR CONDITIONING DIVISION
ELYRIA, OHIO





Cutting Man-Hours

Here's a Homelite Dual-Voltage Generator in action . . . working for profits two ways. One man is operating time-saving universal power tools. And at the same time, one man . . . not three men . . . just one man is operating a Homelite High-Cycle Concrete Vibrator on the forms. The power for both comes from one lightweight, carryable generator. The savings in man-hours are yours. A Homelite man will give you an on-the-job demonstration. Or write for full information.

HOMELITE

A DIVISION OF TEXTRON INC.
505 RIVERDALE AVE., PORT CHESTER, NEW YORK
MANUFACTURERS OF CARRYABLE PUMPS
GENERATORS • BLOWERS • CHAIN SAWS



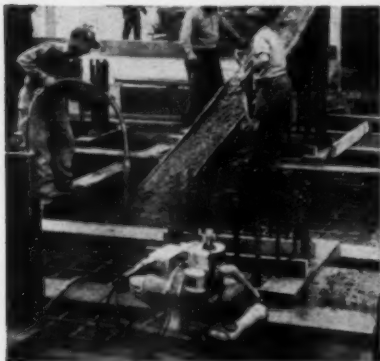
Full Line of Carryable Construction Equipment Now Offered by Homelite



Carryable Diaphragm Pump . . . This self-priming, 120 pound diaphragm pump will handle water in the thickest sand, muck, or mud. Capacity: 5,000 g.p.h. Size: 3". Complete line of centrifugal pumps are also available in sizes from 1½" to 3".



Chain Saws For Every Job . . . Now you can choose from a full line of lightweight, powerful Homelite chain saws. From 3½ to 7 horsepower . . . 19 to 29 pounds. Brush cutting and clearing attachments are available to handle all your cutting jobs.



One-Man Electric Vibrator . . . It takes only one man to place concrete with powerful, Homelite high-cycle or universal electric concrete vibrators. Carryable Homelite generator provides power for high-cycle vibrators and 110 volt DC for all universal vibrators, tools and floodlights.

HOMELITE
a division of Textron Inc.
PORT CHESTER, NEW YORK

**American
Builder**

New products

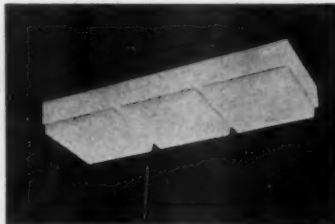
INDOOR LIGHTING



Three-light fixture for dramatic accent

Outstanding among advanced lighting fixture designs announced by Virden is the dramatic three-light fixture. Decorative as well as functional, fixtures are available in black, brass or copper, and polished aluminum. Included are single, double and triple indoor hanging units with matching wall fixtures. Hanging units are supported by attractive white drop cords variable in lengths for unusual effects. Also included in this line are two flush ceiling fixtures which are decorative yet give maximum light. John C. Virden Co., Dept. AB, 6103 Longfellow Ave., Cleveland 3, Ohio.

Circle No. 5024 on reply card, p. 132



Modular light fixtures look custom-built

The functional group of modular light Calculites stress clean crisp lines and a built-in look. Fixtures have shallow white metal sides which may be painted to match the ceiling to heighten the custom-built appearance. Designs range from a single incandescent square to the four-light modular square pictured above. Calculite furnishes as much illumination as the two-foot-long fluorescent fixture, while at the same time preserving the flattering qualities of incandescent lighting. Lightolier Inc., Dept. AB, Jersey City, N. J.

Circle No. 5025 on reply card, p. 132

THE MOST USEFUL
**ELECTRONIC
PRODUCT**
ON THE HOME MARKET!

TALK-A-RADIO



NO HOME IS "REALLY MODERN" WITHOUT A BUILT-IN TALK-A-RADIO RADIO-MUSIC-INTERCOM

This exciting new Talk-A-Radio has everything—all of the finest electronic luxuries of radio, combined with music and room-to-room intercom.

It's the SAFE, CONVENIENT way to answer the door, "sit" with the baby, monitor any room in the house, and save a "million steps a day".

LOADED WITH EXTRAS!

Complete selectivity of rooms is yours with Talk-A-Radio. Calls may be originated or answered from any room, without pre-setting the master unit. The person answering an intercom call does not have to move to the speaker-mike to communicate . . . all switching is done by caller. Automatic timer turns radio on or off . . . even operates an appliance, automatically!

THE BUILDER'S FAVORITE
(and most effective)

Selling Tool! TALK-A-RADIO



- Builders everywhere acclaim Talk-A-Radio's "selling power" in attracting customers and closing sales!
 - Complete Radio and Room-to-Room Intercom for SIX or more rooms . . . with appliance outlet and phono-jack.
 - Low in Cost! Easy to Install!
 - Available in 14 Decorator Colors!
- Model 1008-U, U. L. approved, RCA licensed.

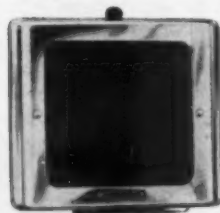
TALK-A-RADIO MFG. CORP.
3641 DYER ST. DALLAS, TEXAS

PROFIT MORE! PLEASE MORE! with **ELECTROMODE** "BUILT-IN" ELECTRIC HEAT



Electromode BASEBOARD HEATING Fits Anywhere

Most modern, most flexible heat in the world! And most wanted by homeowners! Radiant warmth along outer walls and under windows. Clean and convenient. Neat, trim baseboard units completely out of the way. Matching fittings for uniform appearance throughout the room.



Electromode WALL TYPE Heater For The Bathroom

Comfort is "built-in" with an Electromode Bathroom Heater. Immediate, fan-circulated heat. Chrome or white enamel finish. Smart, modern appearance adds to beauty of the bathroom.

EASY-TO-INSTALL • COMPLETELY SAFE



ONLY Electromode heaters are equipped with a sealed-in, CAST-ALUMINUM HEATING ELEMENT. Absolutely no glowing elements or exposed open coils. Tops in safety, efficiency and economy.

Included in Electromode Line Are:

- Wall and Portable Heaters • Panel Heaters
- Baseboard Heaters • Radiant Cable Heat
- All With Automatic Room Temperature Control

ELECTROMODE

Division Of
COMMERCIAL CONTROLS CORPORATION

"Leaders in Electric
Heating Since 1929"

Mail The Coupon TODAY
Get All The Facts!

Electromode Division, Commercial Controls Corporation

Dept. AB-57, 45 Crouch St., Rochester 3, N. Y.

Please send me your FREE brochure on the complete Electromode line of electric heaters for homes.

Name.....

Address.....

City.....

State.....



In planning a bathroom
You've never had it
so good

a **Broan** No. 600

Ventilating Fan
for wall or
ceiling mounting

only
\$19.25
List

and fully
guaranteed



Here's the newest news
in fans, and certainly the
best of news for you . . .
a bathroom fan that can be
mounted in any conven-
al wall — or ceiling. Instal-

lation is simple; you just nail it in place. Exhaust
air is carried in regular 3" standard round pipe;
outside venting is by a Broan No. 640 wall cap.

This means that for little more than pennies
you can upgrade every bathroom or inside pow-
der room — make it fully modern. In contract
bidding you provide yourself with a big price
advantage — yet offer a fully guaranteed, whis-
per-quiet fan.

It's made by Broan — a successful, well-rated
company who make residential ventilating equip-
ment and nothing else. Write today for full in-
formation, detailed diagrams on installation, and
the name of the Broan distributor in your area.

Broan MANUFACTURING CO., INC.

938 W. State St.
Hartford, Wis.

Specialists in quality ventilating equipment for 25 years.

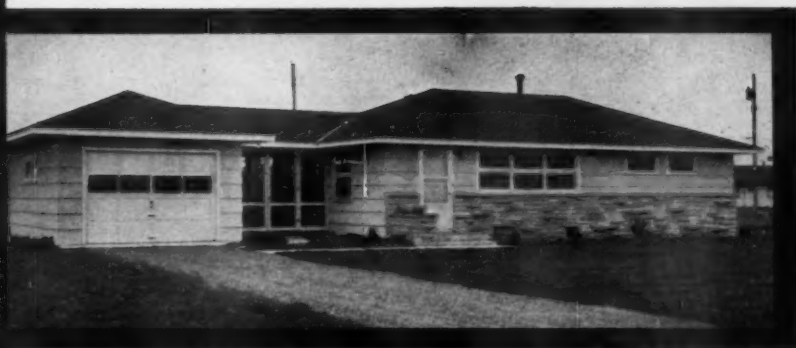
near Milwaukee

FROM NORTH TO SOUTH

PROOF

Edwards Home Fire Alarm sells houses!

three successful builders feature Edwards



Typical home built by Standard Construction Company, Minneapolis



Hal Anderson Home Designed and built for Mr. C. Baird, President, Braniff Air Lines

The Standard Construction Company of Minneapolis builds \$13,000 to \$25,000 homes. After featuring the Home Fire Alarm in a large tract of homes, Standard was so pleased that they immediately made plans to include this proven feature in another 140 homes. Standard spokesman John Lewis called the Home Fire Alarm "the finest promotional feature we've ever installed..."

"We earnestly believe that the (Edwards Home Fire Alarm) system is a necessity in every modern home. And, use the fact in our sales pitch. The safety factor is always an asset to our sales potential." That's what Mr. George Baker, Sales Manager of Forest Park Homes in Nashua, New Hampshire, says about the 135 Edwards Home Fire Alarms he's installed in his Forest Park homes.

Texas builder Hal Anderson specializes in \$100,000 homes. And every one features the Edwards Home Fire Alarm. Says Mr. Anderson, "My buyers expect the best in the homes they buy from me. So naturally I install Edwards Home Fire Alarm. They provide peace of mind for the purchaser as well as providing me with a fine selling point. I'm sold on Edwards!"

Follow the lead of these builders. You too can benefit from the remarkable selling power of the Edwards Home Fire Alarm. And to help you take full advantage of this highly promotable feature, Edwards has prepared a complete hard-hitting selling kit that includes identification material for the model home front, eye-catching signs for the interior and handsome, colorful consumer folders. Plus an entire package of publicity material to keep the builder in the public eye! And there's an attention getting colorful display demonstra-

tor for on-the-spot demonstrations! It actually allows the prospective buyer to make his own test of the Home Fire Alarm...sells him by showing the actual operation of this sure-fire feature! For the full story on the Home Fire Alarm, contact your electrical contractor or write Dept. AB-4, Edwards Company, Inc., Norwalk, Connecticut. (In Canada: Edwards of Canada, Ltd., Owen Sound, Ontario).

And remember the Edwards Zonalarm for larger homes ...warns when fire occurs, tells its exact location.



N.E.C.A. "All Electric" Model Home
built by Jim Mathews, Spokane,
Washington—protected by an Edwards
Fire Alarm System.

EDWARDS



ROTO-GLO PUTS A BUYING GLOW IN EVERY PROSPECT'S EYE

At Terrace Lake Gardens, a 300-home development built in Kansas City, Roto-Glo quiet switches have been installed throughout. Kent McElhaney, Terrace Lake's Sales Manager specified Roto-Glo because he knew that any residential sales story is a *better story with Roto-Glo in it*. With their glow-in-the-dark feature and modern, distinctive good looks, Roto-Glo switches help buying impulses blossom into "SOLD" signs.

Remember, Roto-Glo is backed by the largest advertising and merchandising campaign in wiring device history. *Your prospects know Roto-Glo* — P&S national advertising has won Roto-Glo national acceptance. You, too, can cash in on Roto-Glo popularity. For a complete, *free* supply of Roto-Glo mobiles, display cards, switch tags and other selling aids, see your wholesaler or write us direct to Dept. AB-10.



SOLD!



PASS & SEYMOUR, INC.

SYRACUSE 9, NEW YORK

60 E. 42nd St., New York 17, N. Y. 1440 N. Pulaski Rd., Chicago 51, Ill.
In Canada: Renfrew Elec. & Refrig. Co., Ltd., Renfrew, Ontario

MAKE THE COMPLETE JOB COMPLETELY P&S



**American
Builder**

New products

WIRING DEVICES



Convenient outlets are easy to install

Packaged wiring systems now make it possible to have multiple electric outlets wherever they are needed. No wires are necessary for installation as each 16-inch unit is pre-wired in fire-resistant plastic and is completely shockproof. Multiple outlets can be mounted on any wall, and along counter tops and top facing edge of floor cabinets. Each section of wiring system contains two outlets and one special section is provided to join the wiring system to the electrical supply. More information available from A. H. Massey, Inc., Dept. AB, 111 Third St., Derby, Conn.

Circle No. 5026 on reply card, p. 132



Positive wiring protection with "Unit Breakers"

Protective devices, "Unit Breakers," provide positive protection for home wiring circuits. Designed to protect electrical systems between the walls; to open the circuit in case of dangerous overloads and short circuits. Small and compact, the fuseless breaker is tamper-proof. Attractively-styled gray case designed to blend with modern decorating schemes, permits mounting of the Unit Breaker in kitchen, hallway, or any other convenient location. More complete information available from Cutler-Hammer Inc., Dept. AB, 315 N. 12th St., Milwaukee 1, Wis.

Circle No. 5027 on reply card, p. 132



**It Cooks In Minutes Instead of Hours...
Seconds Instead of Minutes!**

Today's kitchen sells the home—and here's the "something unusual" that is pulling home buyers out to homes and into kitchens.

Hotpoint's new Electronic Cooking Center offers a revolutionary method of cooking that draws excited attention wherever it is shown. Through the miracle of microwave, it cooks in *minutes* instead of hours, *seconds* instead of minutes—*automatically!* Even more amazing, only the *food* gets hot; non-reflective cooking utensils—such as china, glass and paper—and the inner walls of the Electronic Compartment remain cool to the touch.

You can *prove* these startling facts—and give your prospects a treat at the same time—with crowd-pleasing demonstrations. For instance, cook frozen fish bits in just 30 seconds. The food is thoroughly cooked, too-hot-to-handle—but the plate is cool! And that is just one of the many ways you can create *real* excitement in your new homes with the Hotpoint Electronic Cooking Center.



**creating the excitement
that leads to sales...**

Hotpoint electronic cooking center!



The versatile Hotpoint Electronic Cooking Center is also designed as a free-standing appliance. Deluxe wood-finished cabinets are available in a choice of light birch or dark mahogany.



**All-Calrod' Companion
Oven...** while the balance of the meal is cooking in the Electronic Cooking Compartment, meats, fish or fowl can be quick-broiled in the All-Calrod Companion Oven. Broils 12 steaks to perfection in 10 minutes!

Put this traffic-building appliance to work selling your homes. Ask your Hotpoint Distributor's Builder Specialist for all the facts on the sensational Hotpoint Electronic Cooking Center. It offers the only really new cooking principle since the discovery of flame!

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION
HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

"This is exactly



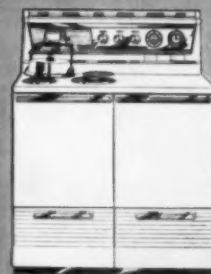
The Hotpoint Line is the Builder's Line of Appliances—offering you perfect combinations for homes in every price bracket!



Hotpoint Dishwashers offer Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying.



The widest variety of Built-In Models and Prices—5 Ovens, 7 Surface Cooking Units, 2 Refrigerators, 1 Freezer, 3 Modular Kitchens!



The Hotpoint Line of 9 Ranges offers the right model for every home—plus an Electronic Cooking Center.

what I want!"

Women are different—and each one knows exactly what she wants in the kitchen of her new home.

Differing preferences and pocketbooks are no problem to the builder who uses Hotpoint. As a matter of fact, they're an advantage because he can give people just what they want—at the price they can afford.

There's a logical reason—the Hotpoint Line is the broadest and most versatile line of kitchen appliances in the world today.

If cost is important to one couple, you can meet any price competition with Hotpoint budget models—the finest dollar-for-dollar values in the low-price range.

If the next couple wants the most advanced features and beauty in styling, you can offer them Hotpoint de luxe models, the finest in America.

To capitalize on the home-selling opportunities—and "selling up" profits—many builders now install two model kitchens. One features Hotpoint budget appliances, and one features Hotpoint de luxe appliances. Home buyers make their choice—and almost invariably they choose the added features of Hotpoint de luxe models. And that means added profit for you.

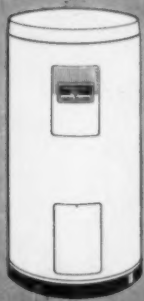
Contact your Hotpoint Distributor's Builder Specialist today—and he'll prove to you with facts and figures why Hotpoint offers you maximum profit opportunities!

Hotpoint (A Division of General Electric Company)

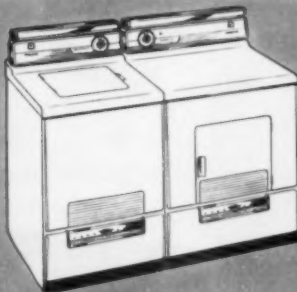
5600 West Taylor Street, Chicago 44, Illinois



Famous Hotpoint Disposal® Food Waste Disposer in two models.



Electric Water Heaters in 3 styles—Built-In, Round, and Table-Top Models.



The Hotpoint Home Laundry Line—5 Washers, 7 Dryers, 1 Washer-Dryer combination, 5 style-matched pairs!



Hotpoint Out-Front Design highlights 2 Refrigerators, 7 Refrigerator-Freezers, 3 Chest Type, and 2 Upright Freezers.

Phone your nearest Hotpoint Distributor's Builder Specialist

ALA. Birmingham, BI 4-4521
 Mobile, HE 2-3511
 Montgomery, MO 5-8160
 ARIZ. Phoenix, AL 8-7881
 ARK. Little Rock, FR 5-1231
 CAL. Fresno, AD 7-4175
 Fresno, AM 8-4711
 Los Angeles, RA 3-8701
 Oakland, GL 1-5451
 Sacramento, GI 2-8976
 San Bernardino, SA 9-1071
 San Diego, BE 9-0271
 San Francisco, MA 1-5131
 COLO. Denver, AM 5-0671
 CONN. Bridgeport, FO 8-1621
 Hartford, JA 5-0815
 DEL. Wilmington, OL 6-7761
 D. C. Washington, HU 3-6820
 FLA. Jacksonville, SI 5-2616
 Miami, NE 4-6194
 Orlando, OR 5-2043
 Tallahassee, TA 3-0874
 Tampa, TA 2-7179
 W. Palm Beach, TE 3-6844
 GA. Albany, HE 2-1581
 Atlanta, PL 5-5787
 Augusta, AU 3-7778
 Savannah, AD 6-0621
 ILL. Bette, BO 2-4501
 ILL. Chicago, HA 7-2860
 Rockford, RO 8-5716
 Springfield, SP 3-4509
 IND. Evansville, HA 4-7581
 Fort Wayne, E 6196
 Indianapolis, ME 4-8843
 Muncie, AT 4-1457
 South Bend, AT 8-4791
 Terre Haute, L 8372
 IOWA Des Moines, AT 8-2193
 Des Moines, AT 8-2193
 Sioux City, SI 8-5588
 KANS. Kansas City, MA 1-4338
 Wichita, FO 3-6251
 KY. Louisville, ME 7-5411
 LA. Baton Rouge, BA 4-7092
 Lake Charles, HE 3-4229
 Monroe, 7821
 New Orleans, CA 6263
 Shreveport, CH 3-8505
 ME. Bangor, BA 2-4817
 Portland, SP 5-2381
 MD. Baltimore, CE 7-0516
 MASS. Boston, AL 4-7050
 Springfield, SI 8-0979
 Worcester, PL 4-3293
 MICH. Detroit, VE 8-8351
 Grand Rapids, GL 9-4452
 MINN. Duluth, RA 2-6685
 Minneapolis, FE 6-1621
 St. Paul, HI 6-2636
 MISS. Jackson, JA 4-2585
 MO. Joplin, MA 4-1875
 St. Louis, OL 2-2100
 Springfield, SP 2-4442
 NEBR. Omaha, JA 6073
 N. H. Manchester, NA 5-9754
 N. J. Newark, TA 4-1101
 N. MEX. Albuquerque, AL 2-0179
 N. T. Albany, AL 4-1201
 Binghamton, B 5-4448
 Buffalo, CL 6020
 Buffalo, SU 7150
 New York, AL 5-6363
 Rochester, HA 6-4532
 Syracuse, 73-3111
 N. C. Asheville, AS 3-6650
 Charlotte, ED 2-8521
 Charlotte, ED 3-0566
 Fayetteville, FA 2-3641
 Greensboro, GR 5-3426
 Greenville, 7244
 Raleigh, TE 4-4372
 OHIO Akron, JE 5-4143
 Cincinnati, MA 1-0600
 Cincinnati, RE 1-7185
 Cleveland, HE 2-2500
 Columbus, AX 1-4625
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 Youngstown, RI 4-0122
 OKLA. Oklahoma City, MU 5-5585
 Tulsa, GI 7-3308
 OREG. Portland, CA 6-3774
 PA. Allentown, HE 4-9341
 Erie, ER 5-7501
 Harrisburg, CE 8-7303
 Philadelphia, WA 2-5405
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 Pittsburgh, FA 2-1530
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 R. I. Providence, DE 1-3833
 S. C. Columbia, CO 6-0544
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 Memphis, JA 5-8482
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 VT. Burlington, ES 8-3301
 VA. Hampton, NA 3-0717
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 Richmond, R 6-4948
 Roanoke, RO 4-2260
 WASH. Seattle, MA 2960
 Spokane, SE 5-1731
 W. VA. Bluefield, DA 5-6131
 Wheeling, CE 2-8400
 WIS. Appleton, RE 3-4020
 Milwaukee, BR 6-3822



Home-buyers know you're a *Quality Builder*



Home-BUYERS' preference

for Hotpoint is built on their appreciation for Hotpoint's consistent superiority—in performance, in features, and in beauty.

Home-BUILDERS' preference

for Hotpoint is based on enthusiastic public acceptance—simplicity of installation—solid merchandising support—and the widest variety of models and prices in the industry.

When you add these advantages to the competitive Hotpoint builder-pricing structure, you know why more and more successful builders are swinging to Hotpoint!

Hotpoint COOKING CENTERS

The Customline offers you the right combination for homes in every price bracket. Your choice of five ovens—including de luxe Bi-Level Double Oven shown at left. Outstanding features include the Roast-Right Thermometer, Rota-Grill Rotisserie, Picture-Window Door, and Calrod® bake and broil units.

There are seven surface cooking units—including the 30" stack-on model with pushbutton and automatic controls shown at left.

Matching ovens and surface cooking units are offered in 5 Colortones, Coppertone, and Stainless Finish to harmonize with any kitchen decorating scheme.

when you offer them Hotpoint Built-Ins

Hotpoint MODULAR KITCHENS

Luxurious in appearance and features—yet they cut costs by simplifying installation and saving space! In just 9 or 7 feet—a complete meal preparation and clean-up center. In 5 Colortones.

- Automatic Super Oven with Rota-Grill Rotisserie.
- 4 Calrod® Surface Units, including raisable automatic unit under deep well cooker.
- Automatically-controlled Plug-in Griddle.
- De luxe pushbutton Dishwasher.
- Disposall® Food Waste Disposer (optional).
- One-piece, stainless-steel countertop and sink. Available separately for use with wooden cabinets.
- Roomy storage cabinets and drawers.

Hotpoint REFRIGERATORS

The highlight of any kitchen! Matchless beauty in your choice of Stainless Steel, Coppertone or 5 glowing Colortone finishes. Designed to meet the needs of today's large families, yet occupy only 36" of wall width and 24" of depth. And, no special supports or separate compressor installation are required.

Big 12 cu. ft. Refrigerator-Freezer, matching upright Freezer and 10.8 cu. ft. Refrigerator—all offer a host of exclusive Hotpoint features.

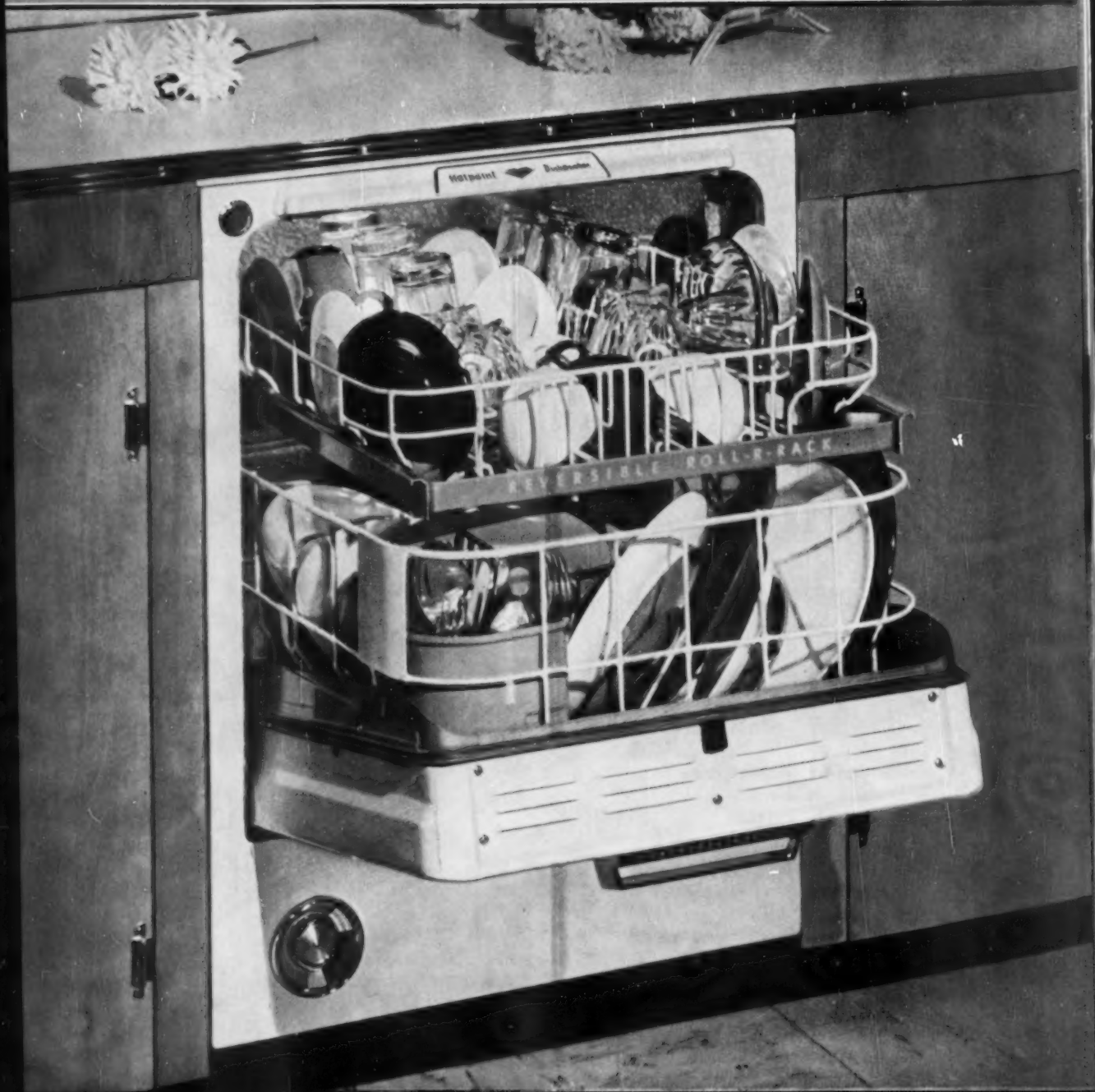
the Hotpoint Line
is the Builder's Line
of Built-Ins

... See Your Hotpoint Distributor's Builder Specialist—today!

look to Hotpoint
for the finest...first!

CUSTOMLINE • RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • DISHWASHERS • DISPOSALLS® • WATER HEATERS
FOOD FREEZERS • AIR CONDITIONERS • TELEVISION
HOTPOINT CO. (A Division of General Electric Company)
5600 West Taylor Street, Chicago 44, Illinois

Only **FAMOUS**
Hotpoint dishwashers offer



Roll-R-Racks roll out separately for easy loading—hold complete service for eight—and are preferred better than 4 to 1 over ordinary racks!

all of these advantages...

...TO HOME-BUILDERS

The matchless performance and superior value of Hotpoint Dishwashers are well established facts in the minds of home-buyers. That's why they know you're a "quality builder" when they see Hotpoint Dishwashers in your kitchens.

Hotpoint Dishwashers bring maximum sales appeal to your homes—and maximum satisfaction to the people who buy them! AND they're the fastest and easiest to install. Just "rough in" plumbing and wiring—shove dishwasher into place—and make all connections from the front. 24" wide, 25" deep, 34½" high. Gravity-drain and pump-drain models. 115-volt, 60-cycle AC.

...TO HOME-BUYERS

People are pre-sold on Hotpoint Spot-Less Washing that makes dishes sparkle, glasses gleam, silver glisten!

They want Hotpoint because of these features...

Automatic pre-rinsing—no need for hand-rinsing.
Spot-Less Washing—fresh detergent is automatically released in each of two separate washes.

Spot-Less Rinsing—super-wetting agent is automatically injected into second of two rinses—prevents drops from forming to dry as spots.

Spot-Less Drying—in pure, electrically heated air.

Available in 8 beautiful finishes—5 Colortones... White... Coppertone... Stainless Steel.

PROSPECTS WELCOME THE SIGHT OF THESE TWO GREAT HOTPOINT APPLIANCES!



Hotpoint ELECTRIC WATER HEATERS

New, low-cost Hotpoint Built-Ins can be installed *anywhere* nearest their point of use—under counters, in closets, in "dead corners" of L-shaped kitchens. No long pipe runs!

Also available are free-standing round and table-top models, Quick-Recovery Super Speed units, and cement-lined Perma-Stone models.

Hotpoint-built water heaters have proved their superior performance in 1,500,000 homes... and in 40 years, only 3 out of every 1000 have ever required service of any kind.

Hotpoint DISPOSALL® food waste disposers

Hotpoint Disposalls offer the final proof that you've "gone all the way" in providing perfect homes. Disposalls are famous for their thorough grinding, quiet operation, jam-free design and long life.

Two models—the low-cost, continuous feed MW11 and the custom MW12 with convenient Switch-Top that turns Disposall on and off and doubles as sink stopper.

Food waste disposers are a "must" for the modern kitchen—so give home buyers the best—the Hotpoint Disposall.

Contact your Hotpoint Distributor today. He'll show you how you can put the unequalled sales appeal of these Hotpoint appliances into every home—at builder-prices that make sense.

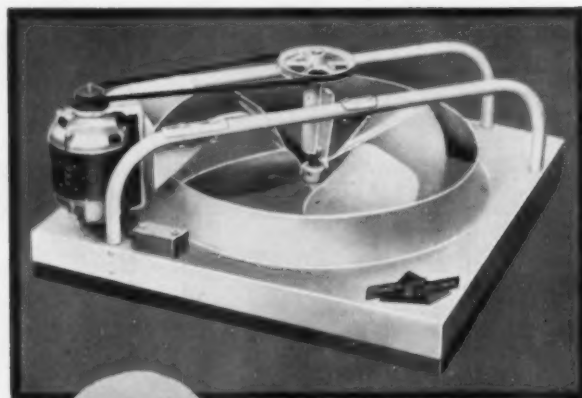
Look to Hotpoint for the finest...first!

DISHWASHERS • DISPOSALLS® • WATER HEATERS • RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION
HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

First Choice With Builders and Buyers

EMERSON-ELECTRIC ATTIC FANS AND VENTILATORS

Magdalen Place—Hazelwood, Missouri;
Attic and Kitchen Ventilator Fans
by Emerson-Electric.
Builder: Schmersahl Building & Realty Co., Inc.
Electrical Contractor: Les Carter Electric Co.

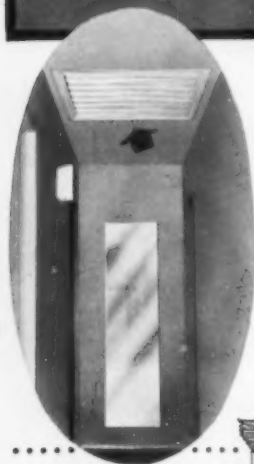


Builders, coast-to-coast, have found that Emerson-Electric attic fans and ventilators help sell homes faster. They're easy to install... give trouble-free service... priced within project budgets.

Quiet-operating, quality-built Emerson-Electric attic fans breeze-condition homes at surprisingly low operating cost. Emerson-Electric ventilators keep kitchens and bathrooms fresh, odor-free.

It will pay you to install Emerson-Electric attic fans and ventilators, with the 5-Year factory-to-user Guarantee, in your homes.

Write for complete data. Ask for Fan Bulletin No. 1046.
THE EMERSON ELECTRIC MFG. CO.,
ST. LOUIS 21, MO.



Lifetime lubricated ball bearings in motor and fan shaft. The 24" fan, 5200 C.F.M. list price only \$80.75, ceiling shutter list \$27.85; 30" fan, 7000 C.F.M., \$90.30, ceiling shutter \$31.00; 36" fan, 10,800 C.F.M., \$107.15, ceiling shutter \$37.65. Prices subject to trade discounts. Two-speed models also available.



Selling Better Living to the Nation



EMERSON-ELECTRIC 8" ventilators give homes another quality touch. For kitchens, bathrooms, utility rooms. Wall or ceiling installation. Grilles in mirror-finish or white.



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of St. Louis



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Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



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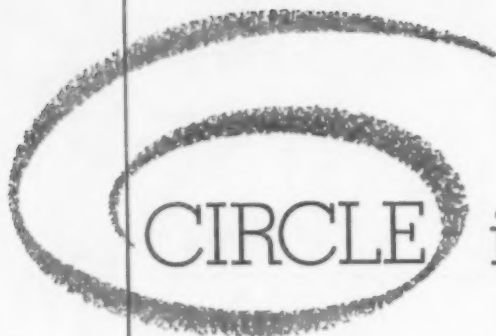
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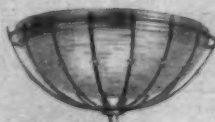
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GLOBE

You can do it—inside and outside the home—with the Globe line of lighting fixtures—and know that each fixture delivers efficient lighting performance while performing an outstanding design function. Globe lighting fixtures are nationally known by their fine materials, painstaking workmanship and perfect finishes. They are quality controlled every step of the way.



G 6031



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Since even quality must have a price tag, you will be happy to know that there are Globe fixtures for 'most every budget. Globe manufactures complete lines of lighting fixtures for the home...schools and institutions...industry. (Commercial fixtures on specification.) Write for complete full-color catalogs.

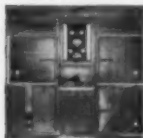
Visit our showrooms: 16 East 40th St., New York 16, N.Y. Over 500 fixtures on display.

GLOBE LIGHTING PRODUCTS, INC., 1710 Flushing Ave., Brooklyn 37, N.Y.

"For Over a Third of a Century, Planned Lighting for Better Living"



Multiple Revco application, two refrigerators and two freezers.



Refrigerators above, loading counter between. Freezer and storage below.



Two Revco refrigerators and two freezers in horizontal line.

In home planning, architects want flexibility in built-ins. Revco refrigerators and freezers provide not only flexibility, but color, beauty and convenience. No matter what arrangement your clients want, Revco's proved design keeps the units "built-in".

Here's a check list that will readily answer your questions on how Revco provides modern architects with ideal kitchen designs.

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Color | Stainless steel, antique copper and wood finishes plus custom matched colors. |
| <input type="checkbox"/> Arrangement | Horizontal or vertical freezer and refrigerator or in multiples or the new undercounter freezer. |
| <input type="checkbox"/> Models | 8.4 moist-cold refrigerator—5.7 freezer—8.1 ice maker refrigerator. |
| <input type="checkbox"/> Capacity | A typical vertical or horizontal installation of freezer and refrigerator gives 14.1 cu. ft. of storage space. |
| <input type="checkbox"/> Dimensions | Designed to fit standard cabinet installations, 3' modules, 24" deep. |
| <input type="checkbox"/> Installation | Separate units make Revco easiest to install in kitchens of any design. |
| <input type="checkbox"/> Warranty | 5 year warranty on complete refrigeration system. |
| <input type="checkbox"/> Information | Complete architect's information file available FREE for the asking. |

Get the complete Revco story today and have the information for your clients at your fingertips. Revco has prepared for you a special architect's file with all the information you need on built-in refrigeration to answer the questions your clients may have about new or remodeled kitchen designs.

REVCO

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REVCO, INC., Deerfield, Mich., Dept. AB-57
Please send me my free architect's information file on Revco Built-Ins.

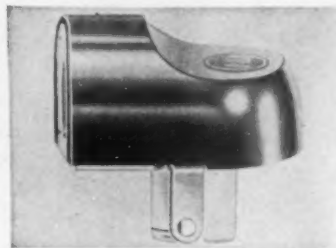
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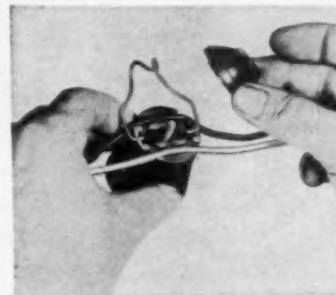
WIRING DEVICES



Wiring device carries heavy-duty appliances

A new 90° Angle rubber Cap of advanced design is suitable for use with heavy-duty appliances to assure safe, efficient operation. This 3-wire, 50-ampere polarized device will not break or crack even when subjected to extremely severe usage. Angle Cap has two screw contacts and is made of rubber for flush or surface outlets. A 1.062" cord hole is standard, but if desired the cap will be supplied with a 1.218" cord hole. Arrow-Hart & Hegeman Electric Co., Dept. AB, Hartford, Conn.

Circle No. 5028 on reply card, p. 132



Socket designed for temporary lighting

Pin-type socket for temporary illumination is of streamlined, functional design. This heavy duty socket is for use with number 12 or number 14 RW rubber-covered, stranded wire, and is connected directly to the wire simply by screwing on the cap. Eliminates special installation problems. Especially useful for decorative lighting, these sockets can be reused. Each socket is completely weatherproofed. Pass & Seymour Inc., Dept. AB, Syracuse 9, N.Y.

Circle No. 5029 on reply card, p. 132

What
HOUSEPOWER
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All branches of the electrical industry are putting millions of dollars into HOUSEPOWER 1957 . . . pre-selling your prospects on the value of homes wired for full HOUSEPOWER. TV's great personality Arlene Francis on HOME — plus such magazines as *The Saturday Evening Post*, *Look*, *Better Homes & Gardens* — is telling the HOUSEPOWER story, aided in depth by a deluge of newspaper advertising, local promotion, and nationwide publicity.

But that's not all! A brand new direct sales aid—the HOUSEPOWER Rating Sheet—is now available. The HOUSEPOWER Rating Sheet enables you to show your prospective home buyer the electrical capacity of the house and what electrical equipment he can use. To learn how you can get HOUSEPOWER Ratings for your homes, ask your electrical contractor, or electric utility, or send in the coupon.



Arlene Francis on NBC-TV 'HOME'



The Saturday Evening Post,
Better Homes & Gardens, Look



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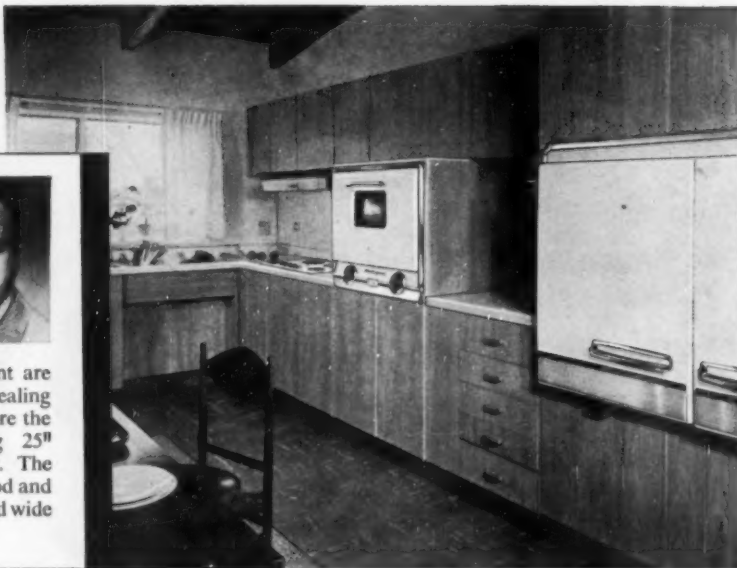
The National Adequate Wiring Bureau . . . a sponsor of

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NORTH

Harry J. Quinn
South Holland, Illinois

Westinghouse built-ins in Lemon Yellow plus a Dishwasher with matching wood front are featured in architect-builder Quinn's appealing kitchen. Also included in another area are the Westinghouse Space-Mates, matching 25" wide Laundromat and Clothes Dryer. The house, jointly sponsored by U. S. Plywood and Living For Young Homemakers, attracted wide attention.



"PHOTO BY LIVING FOR YOUNG HOMEKERS"

Builders across the nation put more sell

Like these builders, hundreds of others set sales records

EAST

Robert Postal
Cold Spring Park, L. I.

Breakfast snack bar has a built-in, 4-unit range platform which contributes to the efficiency of this well-designed kitchen. A complete package of Westinghouse built-ins was installed by builder Postal. Visitors and home buyers recognized the quality hidden in the construction of this house by the well-known quality name on display in the kitchen.



Plan now with Westinghouse for

1957 National Home Week!

Do as these successful builders did! Make a place for Westinghouse Appliances in your new home construction plans. And be sure to include them in your National Home Week model home. They'll help you draw and sell homebuying crowds in September and every other month of the year. For further details, contact your nearest Westinghouse Distributor or write to: Westinghouse Electric Corporation, Major Appliance Division, Contract Sales Department, Mansfield, Ohio.

SOUTH

Harold Newton
Greenville, South Carolina



This view, through the kitchen and into the adjacent utility room, reveals the compact, efficient planning made possible by Westinghouse Appliances. Builder Newton's contemporary home, with this kitchen, was one of the major attractions in the Lake Forest Parade of Homes. Note the 17" built-in oven . . . the 25" wide Space-Mate Laundry Twins installed vertically, with dryer on top.



in their houses with WESTINGHOUSE

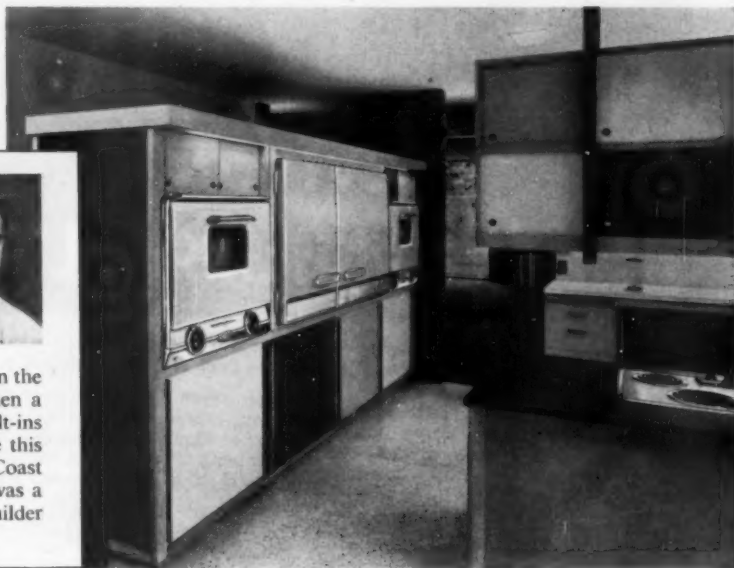
with Westinghouse Appliances in 1956!

WEST

Richard Robinson
Kirkland, Washington



New horizontal in-the-wall Refrigerator-Freezer plus two built-in ovens installed in the same wall give builder Robinson's kitchen a striking appearance. Westinghouse built-ins along with unique custom cabinets made this kitchen especially appealing to West Coast home buyers. This Electri-Living Home was a prize winner in the 1956 American Builder awards.

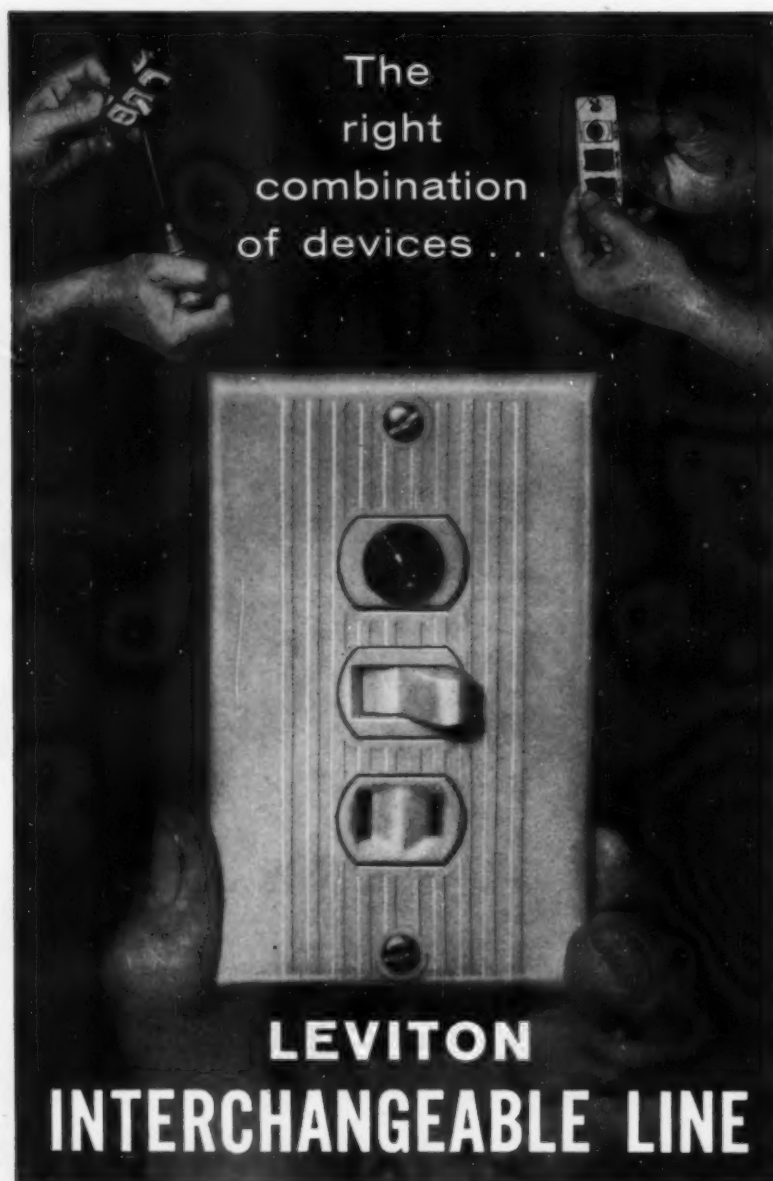


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**LEVITON
INTERCHANGEABLE LINE**

Now, a newly designed series of devices that can be made up in combination and installed right on the job with a minimum of inventory and a maximum of efficiency. Any combination of one, two or three devices on a single gang can be assembled quickly and easily. Each device locks into the strap with a twist of the screw driver.

With the Leviton Interchangeable Line, you get the devices you want in the combination that is right for the job. And these devices are also inter-

changeable with other devices of the same type for replacement purposes.

Select from a wide variety of Interchangeable components including Single pole, Double pole, 3-way and 4-way switches; Convenience outlets; Push button; Pilot light; Duplex and Triple outlets.

Devices fit standard boxes and wall plates. Available in brown or ivory phenolic. Newly designed wall plates in metal or phenolic are simply styled, easily cleaned. Listed by Underwriters' Laboratories.

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For full information write:

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For building wire and cable contact our subsidiary: AMERICAN INSULATED WIRE CORPORATION

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Builder** New products

WIRING DEVICES



Wiring job simplified with Interchangeable line

Complete series of flush-mounted wiring devices and wall plates offered by Leviton in its Interchangeable line. Quick and easy to install without need for special tools, the series comes in one-gang or multi-gang arrangements. Molded in brown phenolic or ivory thermosetting plastic in a modern style which fits both residential and commercial settings. Wiring devices allow wiring layout to be centralized. Leviton Manufacturing Co., Dept. AB, 236 Greenpoint Ave., Brooklyn 22, N. Y.

Circle No. 5030 on reply card, p. 132

Automatic attachment cap does heavy duty

Snapit Kwik-Cap, an automatic attachment cap, has been designed to accept the variations which exist in the different types of number 18 cord. Simple action and foolproof piercing of the insulation wire makes the cap easy to use. Of the modern side angle type, the Snapit Kwik-Cap has a positive strain relief action. Available in both brown and ivory. From Cable Electric Products, Inc., Dept. AB, 234 Daboll St., Providence 7, R. I.

Circle No. 5031 on reply card, p. 132

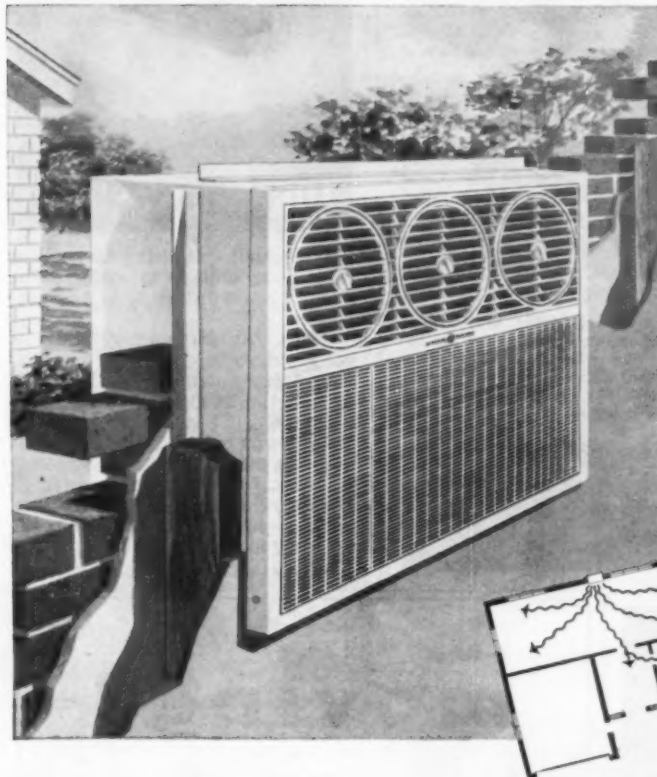
Garage doors can be safety-controlled

For electric safety control of commercial garage doors, Barber-Colman recommends its Model MC Control. One touch on the "open" button opens door completely, freeing worker while vehicle enters or exits. Continuous pressure is required on "close" button until door is completely closed. Doorway supervision is guaranteed. From Barber-Colman Co., Dept. AB, Rockford, Ill.

Circle No. 5032 on reply card, p. 132

Air Conditioning zone by zone

with the new General Electric Built-In Thinline



It's easy to give your homes the sales appeal of permanent, built-in air conditioning with the new General Electric Built-In Thinline.

You install the case through the wall during construction. The mechanism slides in place when the building is complete. There's no plumbing or costly ductwork needed—no floor or window space wasted. And with Thinline styling there's *no unsightly overhang inside or out* to mar the appearance of the house.

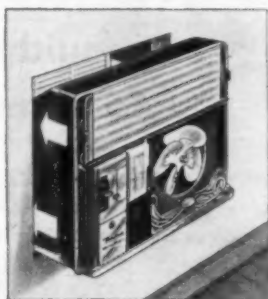
Built-In Thinlines come in $\frac{1}{2}$, $\frac{3}{4}$ and 1 hp. models. All fit the same thin case. Every Thinline is pre-sold to your home buyers through national advertising—backed by expert service and a written guarantee—designed to meet FHA requirements. See your General Electric distributor soon for full details. General Electric Company, Room Air Conditioners Dept., Louisville 1, Kentucky.

Zone-by-zone cooling lets you completely air condition a whole house without plumbing or costly ductwork, wasted floor or window space. And the system's fully automatic! As the sun moves around the house, the unneeded units turn off and those in the warm rooms go on. Your buyers don't have to pay for cooling they don't need.

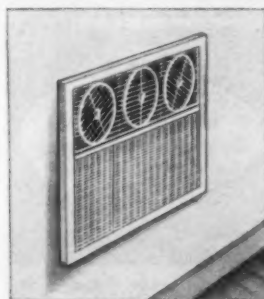
It's simple to install the new General Electric Thinline Built-In model



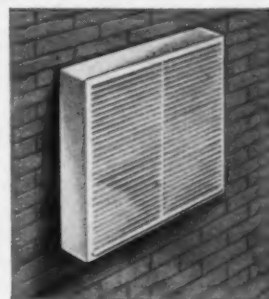
Case is installed during construction—mounts in any kind of wall. Panel protects opening until building is completed.



Thinline mechanism slides into case later. Six screws hold it in place—give you a quick and weather-tight installation.



Add appearance front, air filter, grilles. Plug in. Thinline is ready to run. Grille can be painted to match any decor.



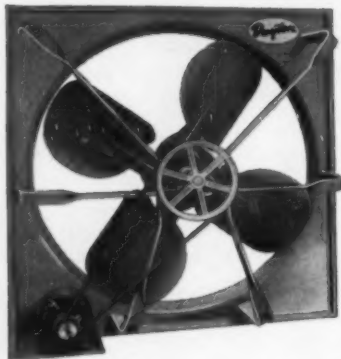
On the outside the Thinline's aluminum grille will keep its good looks for years. It's easy to paint to match the exterior.

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GENERAL  ELECTRIC

Dayton Attic Fans

Favored by Builders & Users



Wall mounted Dayton Attic Fan. Also made in ceiling mounted type for low-attic, ranch type homes and commercial buildings.

DAYTON gives you the simple, basic high-volume attic ventilating fan that can be easily adapted to any installation in new or existing attics or commercial buildings—at low cost to you.

QUIET 24 TO 48" BLADES

Every Dayton Attic Fan is built to outlast the building it cools and ventilates. Made in wall and ceiling mounted types. Quiet, rigid steel 24" to 48" balanced fan blades are belt-driven. Powered by 1725 or 1725/1140 RPM motors to deliver from 6,220 to 19,300 CFM. Panels are formed from heavy gauge steel and have extra-sturdy bearing support. Trouble-free bearings. Appropriate automatic Dayton shutters also available.

Your building supply dealer will furnish Dayton Attic Fans and accessories for installing them; also a complete line of Dayton Exhaust Fans, Kitchen Fans, etc. Dayton Fans give you better service features and cost you less.

DAYTON ELECTRIC MFG. CO.

SALES OFFICE: 116 S. OAKLEY BLVD., CHICAGO 12

MANUFACTURERS of Dayton Fans and Blowers — Dayton Electric Motors — Power Plants — Teel Pumps and Water Systems — Speedaire Air Compressors



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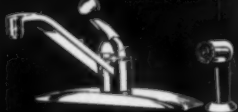
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AMERICAN CANCER SOCIETY

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BAR-BROOK BREEZEBUILDER Package Unit FANS



**Fast, low cost
installation.
Profitable for
the builder.
Cool comfort
for the buyer.**

Model No.	C.M. Free Del.	Ceiling Opening	Height
AVP-30	5000	31"x31"	18 1/4"
AVP-36	7500	36"x36"	18 1/4"
AVP-42	10000	42"x42"	20 1/4"

Built-in ceiling shutter, manual or automatic. Fan, motor and shutter completely assembled and wired as single unit. UL Approved. Contractors say Bar-Brook Units are easiest and fastest to install.

BAR-BROOK

Breezbuilder ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes 30", 33", 36", 42", 48", 54".



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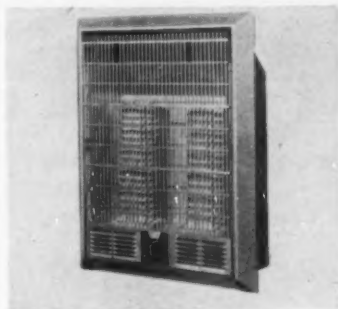
of entire Bar-Brook line
of large fans and shutters.



BAR-BROOK MFG. CO., INC.
6135 Linwood Ave., Shreveport, Louisiana

American Builder New products

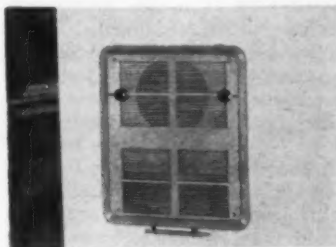
ELECTRIC HEATING



Heaters designed to fit room requirements

Electric space heaters are manufactured in one, two, and three element designs to fit every room in the house. The most popular unit is the two element model pictured above which provides sufficient heat for the average size room. Line includes 11 models created to meet any wattage requirement. Completely automatic; thermostat controlled. Engineered to supply years of clean, noiseless heating comfort. From Ceil Heat, Inc., Dept. AB, 5215 Homberg Dr., Knoxville, Tenn.

Circle No. 5033 on reply card, p. 132



Fan-heater produces, maintains even temperature

Dial-controlled, high wattage and voltage, built-in Heetaire will produce and maintain any desired temperature between 40° and 85° F. More economical because no unneeded current is used. Simple, easy installation for both wall insert and wall attachable models. These fan-forced Heetaires with 2,000 to 5,000 wattages available from Markel Electric Products and LaSalle Products, Inc. Information from Markel Electric Products, Inc., Dept. AB, Buffalo 3, N. Y.

Circle No. 5034 on reply card, p. 132

Vacu-FLO[®] BUILT-IN VACUUM SYSTEMS

Outstanding Attraction FOR MODEL HOME PROMOTIONS

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feather light
hose into
wall inlets.



No machine to lug
—no cord to tug.

Super powered vacuum
producer and receptacle
mounted out of living
areas.



HUNDREDS OF BUILDERS SAY:

"VACU-FLO IS BIGGEST HIT IN BUILT-INS ... PROVIDES MORE SALES POWER".

Builders everywhere are experiencing high-level interest with Vacu-Flo installations and are providing a built-in appliance with exciting appeal to home buyers. Time after time builders have told us they fully believe Vacu-Flo was the one feature that hurried the sale. Perhaps Vacu-Flo will keep you ahead of competition too... We'll be glad to show you how prominent builders are using Vacu-Flo profitably.

\$100.00 FOR YOUR MODEL HOME LOCAL ADVERTISING PROMOTION

The Vacu-Flo cooperative plan includes a useful promotion kit plus \$100.00 for local advertising costs when you qualify your Vacu-Flo installation under our special model home builders offer.

H-P PRODUCTS, INC., DEPT. A, LOUISVILLE, OHIO

Please send me Vacu-Flo information and model home promotion offer.

Name	Title		
Builder's Name			
Address			
City	Zone	State	

. . . More detailed information on Living Electrically.

**Catalogs here tell you what to use, and how to use it
for better lighting, wiring. Section starts on page 65.**

ILLUMINATION DESIGN DATA booklet from Westinghouse is a 48-page guide for builders, architects, etc., on interior lighting installations. Manual (A-4854) contains special section on footcandle levels required for each group of seeing tasks with specific recommendations for homes, churches, schools, etc. Westinghouse Lamp Div., Dept. AB, Bloomfield, N.J.

Circle No. 5035 on reply card, p. 132

GLASS HEAT PANELS for electric radiant heating in an eight-page catalog from Berko. Heating panels of all types and sizes including a baseboard system illustrated and described in detail. Scale drawings of each type of unit, as well as specifications, and heat and electricity ratings. From Berko Electric Manufacturing Corp., Dept. AB, 212-40 Jamaica Ave., Queens Village 28, N.Y.

Circle No. 5036 on reply card, p. 132

RADIANT CEILING HEAT by Sunwarm . . . a 12-page fully illustrated catalog. Photographs, drawings, cost charts, together with important questions and answers on the uses and advantages of electric radiant heating. All in this book on "indoor sunshine." Installation pictures also included. Sunwarm Inc., Dept. AB, Kingsport, Tenn.

Circle No. 5037 on reply card, p. 132

TRANSLUCENT PANELS, called "Acoustilux," pictured and described in detail in a brochure sheet from Celotex Corp. Five different designs in .015-inch thick vinyl sheeting panels, in a choice of colors and sizes. Drawings, table of coefficients of utilization, also included. Cel-

otex Corp., Dept. AB, 120 South La Salle St., Chicago 3, Ill.

Circle No. 5038 on reply card, p. 132

"CERTIFIED LIGHTING for Schools" is title of an eight-page catalog from the National Lighting Bureau. Photographs; complete description of minimum lighting plans as well as "plus features;" check list for any school builder on quality, maintenance, outdoor lighting, etc. Fact book available from National Lighting Bureau, Dept. AB, 155 E. 44th St., New York 17, N.Y.

Circle No. 5039 on reply card, p. 132

WIRING FOR TV in new homes or existing motels, apartments, etc., suggested in this four-page brochure of products from Mosley Electronics. Mosley products allow for plug-in connection anywhere in home . . . permitting any room: sick room, play room, den to become "TV room." Complete line of TV lead-in accessories, antenna systems, etc., pictured and described together with typical specifications needed by builders. Mosley Electronics Inc., Dept. AB, 8622 St. Charles Rock Rd., St. Louis 14, Mo.

Circle No. 5040 on reply card, p. 132

IN-WALL CLOCK, modern in design, illustrated and described in a six-page leaflet. Self-starting electric clock that can be built into and flush with the wall comes in three sizes; in black, stainless steel, or copper, with installation kit for easy placement in the wall. More information from Modern In-Wall Clock Corp., Dept. AB, 3240 N. 53rd St., Milwaukee 16, Wis.

Circle No. 5041 on reply card, p. 132

RECESSED FIXTURES, both pre-wired and unwired Atlite models, described in this brochure from Atlas Electric. Detailed are six sizes of recessed fixtures in a variety of glasses, including Skytex, Albalite, Beaded bent glass, Fresnel lens. Atlas Electric Products Co., Dept. AB, 319 Ten Eyck St., Brooklyn 6, N.Y.

Circle No. 5042 on reply card, p. 132

BETTER CONTROL ELECTRICALLY for heating and ventilating systems in schools and colleges is discussed and illustrated in a new 16-page booklet by Barber-Colman Co. Explains in detail the application and use of electric control centers to simplify installation and operation. Barber-Colman Co., Dept. AB, 1300 Rock St., Rockford, Ill.

Circle No. 5043 on reply card, p. 132

THE LAST WORD in modern lighting fixtures from Finland House. Described in a 32-page catalog with numerous photographs and drawings of standing, hanging and wall fixtures for the home in wide variety of styles and materials. From Finland House Lighting, Dept. AB, 41 E. 50th St., New York, 12, N.Y.

Circle No. 5044 on reply card, p. 132

ILLUMINATED CEILINGS of Wilson "Luve-Tile," a square of light-stabilized Polystyrene plastic, suggested in this 16-page booklet. Photographs, detailed how-to-do-it drawings, as well as plan information and a sample Luve-Tile layout. Recommended for commercial buildings. J. A. Wilson Lighting Inc., Dept. AB, 260 Delaware Ave., Buffalo 2, N.Y.

Circle No. 5045 on reply card, p. 132



WINDSOR

the kitchen with

SALES APPEAL

We also have a complete
line of Hotpoint
Custom Appliances

- DISHWASHERS
- DISPOSALS
- COOKING TOPS
- OVENS
- REFRIGERATORS
- FREEZERS
- and LAUNDRY

- over 150 standard cabinets to fit your every kitchen need
- select red birch — beech rails
- semi-concealed hinges
- brushed copper hardware
- no face nailing
- two coats of baked-on lacquer
- formica tops of any shape or any color

For further information on Windsor Kitchens send for our latest catalog. 156 pages filled with everything you need in building materials! Please write on your company letterhead or supply information as to your connection with the building trade.

MORGAN-WIGHTMAN

ST. LOUIS • CHICAGO



SEND NOW FOR OUR LATEST CATALOG
No Cost — No Obligation

Morgan-Wightman Supply Co., Dept. 33
1541 Salzman Ave., St. Louis 20, Mo.

Please rush me your new free catalog.

NAME _____
COMPANY _____
STREET ADDRESS _____
CITY _____ ZONE _____ STATE _____

full voltage...non-relay...touch action

**Rodale
Touchette®**



**lowest cost
for
touch-action
convenience**



UL LISTED

Convenience features add so much to your selling story, especially when they are priced to fit well within your building budget. That's why so many builders are specifying Touchette, the wall switch that combines touch-action convenience with installation economy.

To the prospective buyer, Touchette means unmatched ease in turning lights and appliances on and off... just a light touch of hand, elbow or shoulder. No groping for toggle, no knob to turn. All this gives you another plus feature to offer... another inducement to buy.

Easy and economical to install, Touchette operates on full line voltage, without relays, transformers or special wiring... fits standard outlet boxes and wall plates. Rated 15A-120-277V, Touchette is available with brown or ivory touch button in single pole, double pole, 3-way and 4-way models.

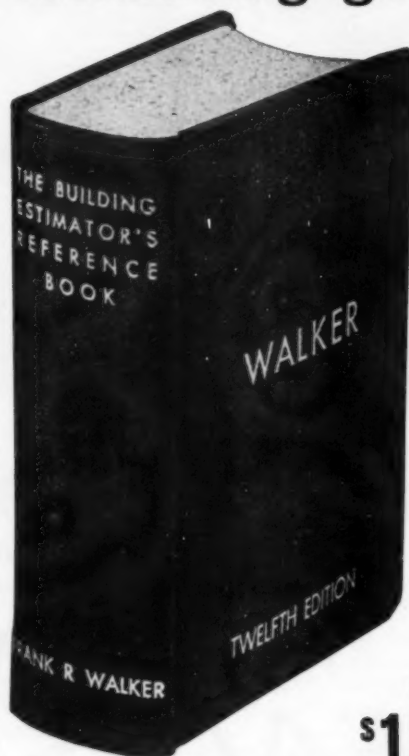
**See Touchette in LIVING FOR YOUNG HOMEMAKERS...
HOUSE & GARDEN... HOUSE BEAUTIFUL...
HOME MODERNIZING... your customers will!**

Get the details now. Contact your
electrical wholesaler for complete in-
formation and prices... or write:

Rodale

MANUFACTURING COMPANY, INC.
Dept. A-5, EMMAUS, PENNA.

**Insure your profits
by using this new
estimating guide...**



**1755
pages**

**Good
for any
locality**

**only
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**at NO EXTRA
CHARGE get
Companion
Vest Pocket
Estimator**

The standard help for contractors and estimators. During 40 years, over 130,000 copies have been sold in its many editions. This new edition was revised

from cover to cover and includes information on new and modern materials, tools and methods. No builder can afford to be without it if he wants to compete in today's price battles, yet protect his profits.

AMERICAN BUILDER BOOKS
30 Church St.,

AB-457
New York 7, N.Y.

I enclose \$..... Send copies of Building Estimators Reference Book with a Vest Pocket Estimator for each copy ordered.

Name

Address

Town, Zone, State

AMERICAN BUILDER



Mr. Grillhoesl (left) with Donald Cunningham of Wisconsin Bell Telephone Company. Behind them is the sample house that won 1st prize for the best interior design under 1250 square feet in the Milwaukee Builders Association 1956 Parade of Homes.

"Planned telephone outlets are a hard-to-beat investment"

— says Mr. Robert J. Grillhoesl, Builder, of Milwaukee, Wisconsin

"The money I put into built-in telephone outlets is money well spent," says Mr. Grillhoesl. "People will pay the small amount necessary to get the telephone convenience they want. And the cost of installing telephone outlets is nothing compared to their sales value.

"You can't go wrong giving people what they

want. That's what makes planned telephone outlets a hard-to-beat investment."

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together
BELL TELEPHONE SYSTEM





Albert H. Small of Southern Engineering Corp. has good reason to smile. Seventy-one home Plyers Mill Estates, completely equipped with steel windows, sold out in a single week-end. Mr. Small says: "Steel sash is low in cost and easy to install. You have no trimming out or fitting problems. And steel windows operate smoothly; don't warp, swell or stick, even in damp weather."



Ernest Cook (above) and his partner, Nathan Shapiro, are the builders of Holly Park, a group of low-cost homes near Washington. Mr. Cook says, "We've kept our costs down by using awning-type steel windows with steel surrounds. I like the way steel sash is quickly installed and can take rough treatment. Housewives prefer windows they can clean from the inside. No need for ladders."



Al Cissel, vice president of J. C. Conley Construction Co., Inc., reports: "We get the most window for the money with steel windows. Big ranch or picture windows add a lot to a house. We're using steel sash 100 pct at 134-unit Riverdale Woods, and have been using them regularly for the past five or six years. We find steel windows much easier to install than wood."



Builders Simon Wolfman and Al Golden of Lynwood Homes have been using steel windows regularly for 15 years. Why? They explain it this way: "Steel windows are a cinch to work with. One-step installation. And you don't have to be so careful with them. Other metal windows scratch and scar too" easily. The housewife has it easier with steel windows, too."

"We like steel windows in Washington"

It's clear that builders throughout the Washington, D. C., area are sold on steel windows. They feel that with steel they get the most for the money and can give the public the best value. And they know that you can't beat steel sash with inside-outside trim for easy installation, as well as resistance to damage from the jolts and knocks that can't be avoided around a busy construction site.

The unequalled strength of steel sash comes from its rugged though slender framing members of specially rolled solid-steel sections. Many of the manufacturers of the country's best known windows use steel rolled by Bethlehem. See their catalogs in Sweet's.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.
On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS



AMERICAN BUILDER

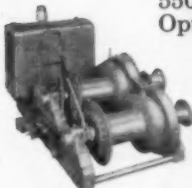
SEE **Sasgen** FOR
DERRICKS • HOISTS • WINCHES



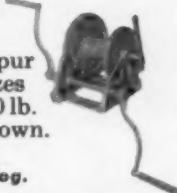
- Easily rigged on the job
- Conservatively rated for safety
- Simple in design, easily maintained.

ROOFERS' CIRCLE SWING DERRICKS
360° operation. 500 to 2500 lb. capacities. Optional type of power. Champion electric shown.

CONTRACTORS' HOISTS
Single or double drum types with capacities from 500 to 5500 lb. single line pull. Optional type of power.



Hand-Powered WINCHES
Safe worm or spur gear design. Sizes for 400 to 40,000 lb. load. No. 110 shown.



Write for latest catalog.

Sasgen DERRICK COMPANY
3103 GRAND AVENUE CHICAGO 22, ILLINOIS

If you can jack up a car, you can lift
2000-pound walls into position with the

PROCTOR WALL JACK



LIFTS BEAMS TOO!

Lifts beams into position without effort. Workmen merely place beam in position . . . do not lift!

Lightweight Wall Jacks (30 pounds) are constructed for maximum strength.

PROCTOR
PRODUCTS COMPANY

PROFITABLE 2 WAYS!

Eliminates fear of injuries . . .
Increases speed of construction
PROCTOR Wall Jacks take the back-breaking labor out of raising walls. Workmen stand back from the job where accidents cannot happen. Walls are raised quickly and easily. Any builder can save time and money with PROCTOR Wall Jacks. Only \$119 per pair.



Order your Wall Jacks today or write for full information!

16202 SIXTH AVENUE NORTHEAST • SEATTLE 55, WASHINGTON

MAY 1957

NEW

Information*
valuable
to the Masonry
Industry

available now on
Stabilizing Walls with

DUR-O-WAL

Request Yours
TODAY!

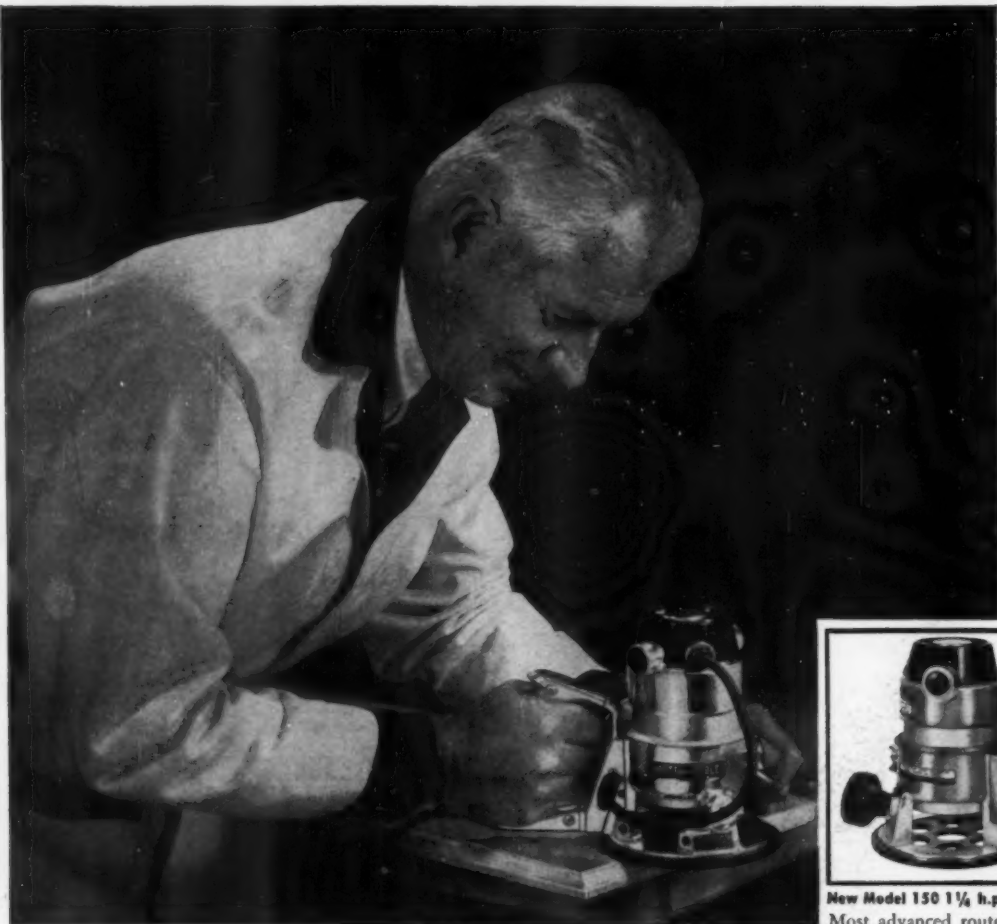
* Technical data from independent laboratories on Dur-O-wal masonry reinforcement has just been compiled for you. Send for your free file today. Engineering Dept. F, Dur-O-wal, Cedar Rapids, Iowa.

Trussed Design
Butt Weld • Deformed Rods

DUR-O-WAL

Rigid BACKBONE of STEEL
For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL.
Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO



Now—Porter-Cable offers
**the newest, most complete
 router line anywhere!**

- A full 1½ h.p. Router at \$79.50
- A full 5 amp. Router at \$49.50
- Famous Model 100 Router—now full ⅞ h.p.—still \$57.50
- New 1½ h.p. Router—revolutionary pistol grip and trigger switch—\$130

Plus the only big capacity Shaper Table using interchangeable motors; two outstanding new Plane Attachments; six new door-hanging and Router-Plane kits; and a full line of accessories for each.

There never has been a quality line of Routers and accessories so complete, so outstanding in design, in versatility, in solid value.

See these new professional quality tools at your Porter-Cable dealer today—or write for full information.

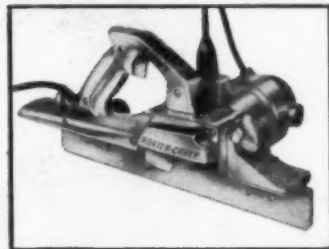
Porter-Cable Machine Company, 7015 N. Salina Street, Syracuse 8, N. Y.
 saws • drills • sanders • routers • shapers • planes

In Canada: write Porter-Cable Ltd., Box 5019, London, Ont., Canadian prices slightly higher.



New Model 150 1½ h.p. Router

Most advanced router ever built. Outstanding features include: exclusive handle design, instant trigger switch power control, precision ball bearings, micrometer depth adjustment up to one inch. Heavy duty 1½ h.p. motor may be used for many accessories. Only \$79.50



New Model 150-P 16" Plane Attachment

World's finest production plane. Use with your choice of 3 router motors. Trigger switch for safer, instant power control. Planes up to 2¼" wide. Fingertip depth control is adjustable up to 3/32" cut. Only \$49.50 complete with cutter. Without trigger switch, \$44.50

Porter-Cable

Quality Electric Tools

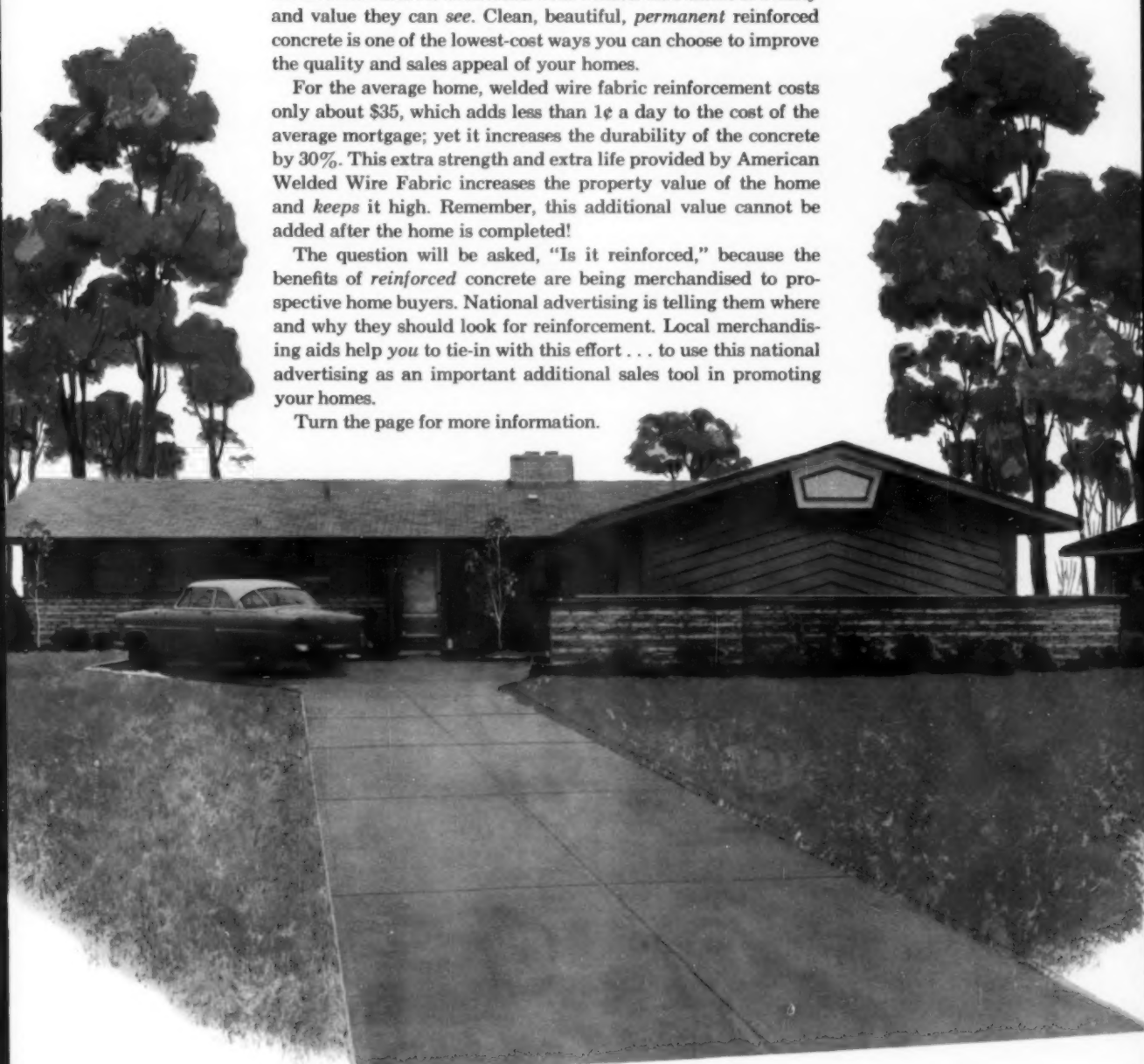
How CONCRETE REINFORCEMENT can help you sell homes

Home buyers, today, are looking for extra beauty and value in a home. And concrete reinforced with welded wire fabric is beauty and value they can see. Clean, beautiful, *permanent* reinforced concrete is one of the lowest-cost ways you can choose to improve the quality and sales appeal of your homes.

For the average home, welded wire fabric reinforcement costs only about \$35, which adds less than 1¢ a day to the cost of the average mortgage; yet it increases the durability of the concrete by 30%. This extra strength and extra life provided by American Welded Wire Fabric increases the property value of the home and *keeps* it high. Remember, this additional value cannot be added after the home is completed!

The question will be asked, "Is it reinforced," because the benefits of *reinforced* concrete are being merchandised to prospective home buyers. National advertising is telling them where and why they should look for reinforcement. Local merchandising aids help you to tie-in with this effort . . . to use this national advertising as an important additional sales tool in promoting your homes.

Turn the page for more information.



AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO

COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS

TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS American Welded Wire Fabric

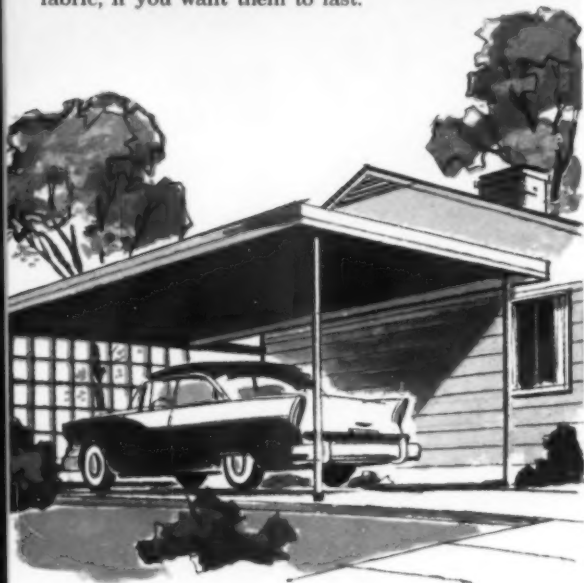


UNITED STATES STEEL

How to use reinforced to better your homes

MAKE THEM LOOK BIGGER WITH REINFORCED CONCRETE

A carport added to the basic roof line will make your homes look bigger, will provide the easiest and least expensive car storage and, in addition, will serve as a shaded patio or play area. Build in storage units on the back wall, and you can offer what every home owner needs, but seldom gets—outdoor storage for garden tools, and toys. Be sure, however, that the floor and the driveway are built with concrete that is reinforced with welded wire fabric, if you want them to last.



LANDSCAPE THEM WITH REINFORCED CONCRETE

Nothing so enhances a new home as landscaping. If you plan to landscape your homes, take a tip from outstanding landscape architects and use reinforced concrete liberally. Use it for garden walks, for garden patios, for planting boxes, for retaining walls. Always, wherever you use concrete, reinforce it with welded wire fabric. It costs only a fraction as much as the concrete itself . . . actually reduces the amount of concrete you need . . . adds years and years of extra service and beauty to the structures.



AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO

COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS

TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA. SOUTHERN DISTRIBUTORS

UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS American Welded Wire Fabric

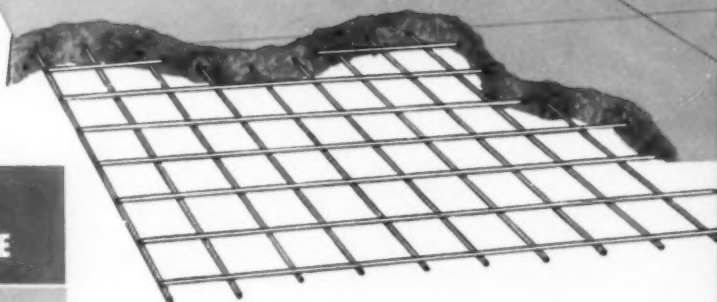


UNITED STATES STEEL

concrete in 1957

ADD OUTDOOR LIVING WITH REINFORCED CONCRETE

If a new home doesn't have a patio or terrace, that feature will be one of the first projects of the new home owner. You can give your home extra sales appeal if you add it for him. It costs little, if you make your patio of concrete reinforced with American Welded Wire Fabric. The fabric goes into place easily . . . comes in easily handled rolls . . . and adds durability that will eliminate complaints later.



How to promote these uses!

Send the coupon for merchandising aids you need to make the additional quality of *reinforced* concrete a selling tool. Ad mats, brochures, handouts — everything is included to help you tie-in locally with the national advertising being done by American Steel & Wire . . . to help you tell people in *your* advertising, to help you *show* them this extra value in your demonstration homes.



REMEMBER BUYERS WILL ASK

"is it Reinforced"

Be ready for the question! Send the coupon today! This is one promotion that can start working for you right now . . . it can help you sell *This Year!*

American Steel & Wire
Dept. 25-57, Rockefeller Building
Cleveland 13, Ohio

Rush a free merchandising kit that will help me to use wire fabric reinforcement as an additional selling weapon for my homes.

NAME
FIRM
ADDRESS
CITY
STATE

HERE'S ONE ITEM

**THE HOME OWNER
CAN'T ADD LATER!**



**30%
MORE STRENGTH
IN CONCRETE!**

Only the builder can add 30% additional strength to the concrete he installs in and around a home. Because only welded wire fabric reinforcement will give this extra strength—and it must be added when the concrete is poured.



**AT VERY
LOW COST!**

This 30% extra strength and extra durability actually cost less than 10% of the cost of the concrete—only about \$35 for the average house. It adds less than 1¢ a day to the cost of the average mortgage. This small investment adds years of service to the concrete . . . makes the concrete and the home it graces a higher-quality job . . . increases the value of the entire property.



**HELPS YOU
SELL HOMES!**

Merchandise quality construction using welded wire fabric. Play up the important role of wire fabric in your concrete . . . point out to buyers that this is extra value that can never be added later—it has to be done now! Let wire fabric reinforcement help you to sell!

**REMEMBER
BUYERS WILL ASK**

"is it Reinforced"

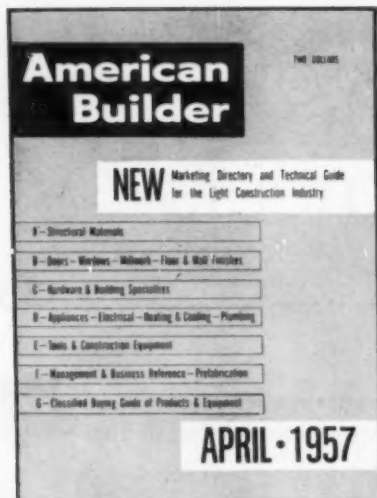


UNITED STATES STEEL

The Payoff Departments

- Buying Guide**.....155 →
These baths will sell in '57.
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Builders' supermarket for new product information on
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- Merchandising Ideas in Action**.....174, 175 →
Capsule case histories of builders' successful sales pro-
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- How To Do It Better**182 →
How the bumper jack becomes the carpenter's helper.
How to apply plastic counter tops.
- Ask The Experts**.....190 →
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- Technical Guide**.....240 →
How to install room-unit air conditioners for better
sales.
- The Month Ahead**.....250 →
Things for builders to think about during June.

If time means money to you...



Here's how to save some!

Here's a question. Be honest! How much time do you waste every day looking for the answers to building problems? Fifteen minutes? You're wasting a week and a half a year. An hour? You're wasting six weeks.

But you say... it takes time to find the answers to building problems...planning, building, buying information you need every day. Sure it does, especially if you do your own research. But that's not necessary. AMERICAN BUILDER's editors have done it for you in the April issue. They've combined all the material you need into one big builder's directory. You know it...the *Marketing Directory & Technical Guide*.

That's a mouthful... but a meaningful one. For here's a directory that's loaded with planning, building, buying information. The kind you need every day. The kind you can waste hours looking for. It's here in one spot...classified for quick reference...specifically designed to save you time. Here's how...

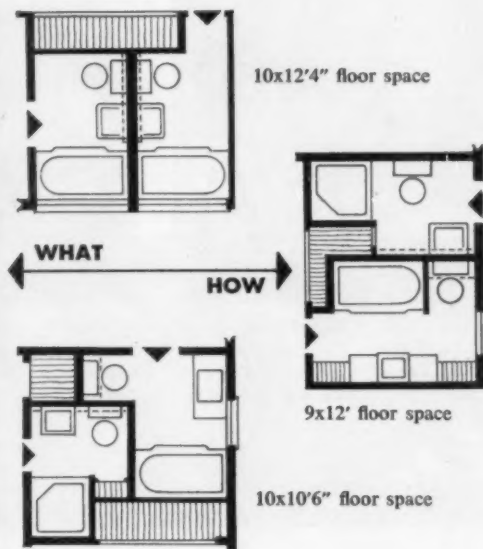
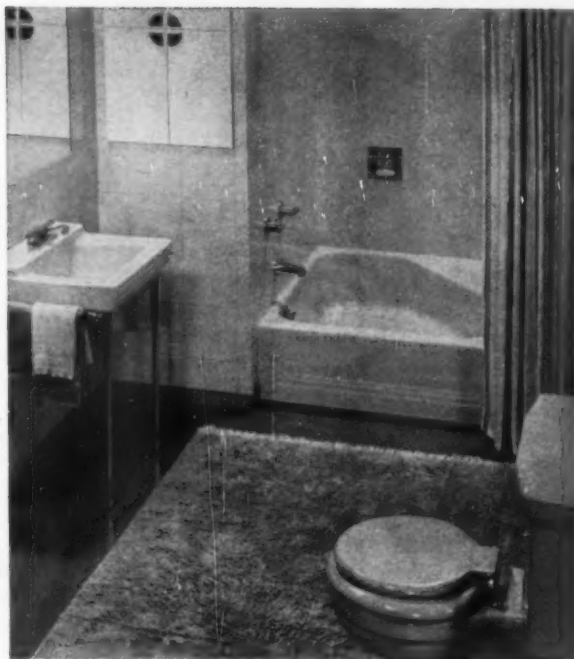
Seven big technical sections help you plan, build and buy better. Six give detailed planning and designing information on every building problem...*Structural Materials...Doors, Windows, Millwork, Floor and Wall Finishes...Hardware and Building Specialties...Appliances, Electrical, Heating and Cooling, Plumbing...Tools and Construction Equipment...Management and Business Reference-Prefabrication*. The seventh (a *Classified Buying Guide of Products and Equipment*) helps you buy better.

A reference file of free literature describes and classifies all the catalogs and technical material available from building supply and equipment manufacturers. Free copies supplied through a convenient Reader Service postcard.

Plus... A List of Building Associations and Societies with the name, address and executive officer of each...A Trade Name Index giving the name and address of each manufacturer.

Start today! Refer to AB's Marketing Directory & Technical Guide every time you have a construction problem. It's free (part of your regular subscription), so why not put it to work? Why not take advantage of this time and money saving treasury of building facts?

American Builder Marketing Directory & Technical Guide



TWO COMPLETE BATHS and how to plan them compactly—by American-Standard. Restal tub in photo is 38x39". See matching plan. (No. 5046, p. 132.)

These baths will sell in '57



● Each month *American Builder* surveys manufacturers in a particular field to find out which of their products builders want most to help sell houses. Below: results of this month's survey of bath and plumbing manufacturers.

More bathroom space . . . more conveniences . . . more color . . . these are the top-rated trends in bathroom selling. Buyers are looking first for more bath space—two full baths (even in smaller homes) are a growing sales point. Manufacturers have met the problem with smaller, more compact fixtures. (See plans, picture above.)

Convenience within the bathroom is added with compartmentalized baths and showers, double lavatories, vanities.

Brighter, more attractive baths are easier to come by with newer, decorator-toned fixtures, tile designs, and other bathroom finishes.

MORE CONVENIENCE with compartmentalizing, more storage, mirror space. Photo shows Miami-Carey's Custom mirror (No. 5047, p. 132.)



WASHING CONVENIENCE in this bathroom from Universal Rundle's new twin-bowl, one-piece, Dulavoir lavatory. (No. 5048 on page 132.) One-counter opening and single mounting frame take this compact 45"x17" unit. Other conveniences for the bath: ventilating fans, sun and heat lamps, more mirror space.



STORAGE CONVENIENCE with the help of a double vanity from Vanity Fair. (No. 5049 on page 132.) Two-bowl unit is finished in laminated plastic, takes medicines, cosmetics, linens. Built-in cabinets and hampers are also popular. And in many larger baths the laundry equipment is moving in right next to the hamper.



TRAFFIC CONVENIENCE comes easier with compartmentalized units such as this Weisway Standard In-A-Wall shower. (No. 5050 on page 132.) Adapter frame surrounds cabinet entrance for recessing in wall. Closed-off water closets, bath tub enclosures, separated lavatory areas also help solve the family bath traffic problem.

These baths will sell in '57 . . . continued



OTHER NEW PRODUCTS IN THIS ISSUE

- Building specialties . . . p. 166
- Doors and hardware . . . p. 164
- Electrical equipment . . . p. 97
- Tools and equipment . . p. 168
- Catalogs p. 142

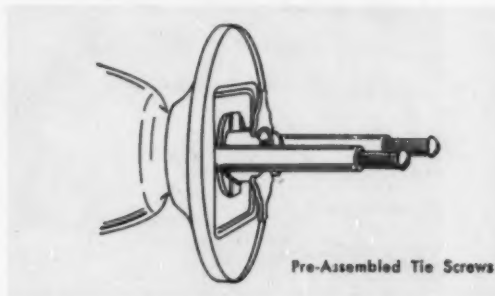
COLOR, ATTRACTIVENESS mark trend of turning bath from mere necessity room into an important part of the house. Here, Crane used a combination of decorator-toned recessed bath and Drexel water closet with a coordinating ceramic tile design. (No. 5051 on page 132.) Other steps to attractiveness . . . new paints . . . new plastic finishes and panelling . . . more use of wood and marble . . . new color in vinyl and rubber tile and linoleums.

DEXLOCK

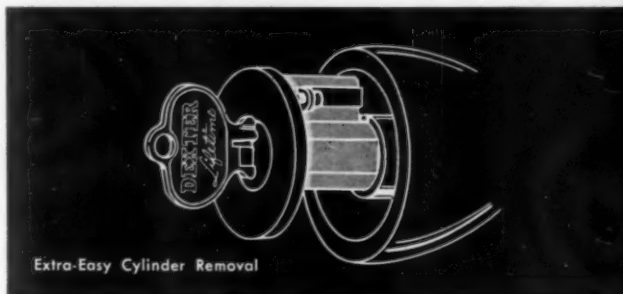
*the only economy lock with
all these features*

- ◆ **Factory pre-assembled tie screws** spare you the trouble of inserting them or the possibility of losing them. Pre-assembly at factory guarantees correctly tapped tie rods.
- ◆ **New, extra-easy removal** of cylinder without tools. Simply remove lock from door, turn key 180°, pull out cylinder and it's ready for re-keying.
- ◆ **True self-aligning latch** prevents knobs from binding and assures fast, easy installation even if edge hole is bored out of line.

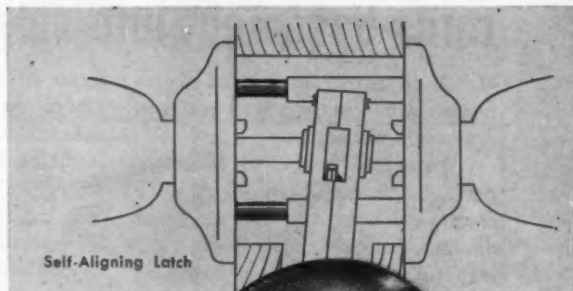
Plus: Cylinder plug and case made from solid brass rod, not zinc die cast or powdered metal ◆ Tie screws concealed by inside rose ◆ Interior parts are steel ◆ Exterior parts are solid brass, bronze or aluminum ◆ Pin tumbler security ◆ Standard or two tone finishes ◆ Tulip or rounded knob styles ◆ Functions for all residential needs ◆ Fits standard Dexter boring.



Pre-Assembled Tie Screws



Extra-Easy Cylinder Removal



Self-Aligning Latch

BY
DEXTER

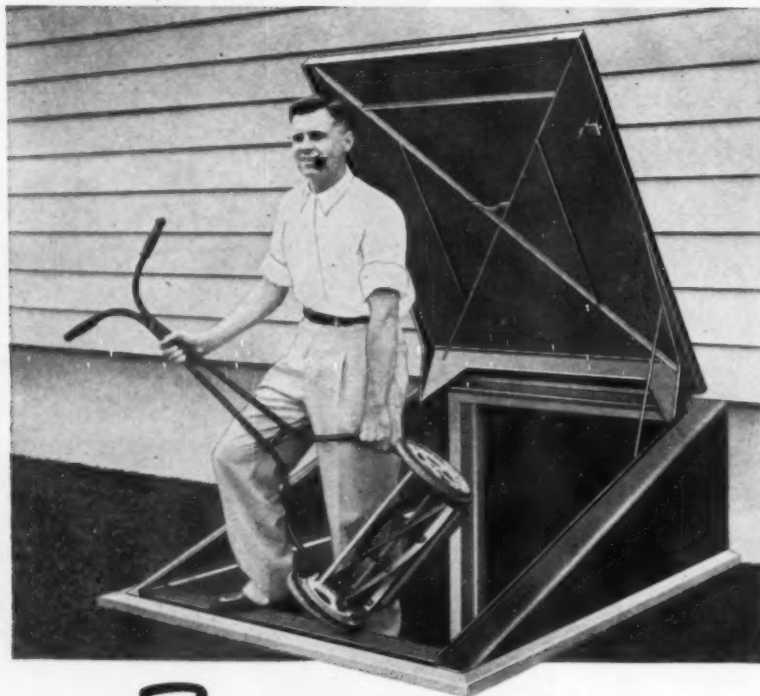
NO LOCK INSTALLS FASTER THAN A DEXTER

Write for new Dexlock brochure.
Counter displays for Dexter dealers.

DEXTER LOCK DIVISION Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd. — In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V.

Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.



New *SERVICE-WAY* convenience turns basement into sales feature

Here's an "extra" feature that makes homes different in a way you can really talk about.

Getting directly into the basement through this easy, Service-way entry is an appealing convenience these days. In fact it's the only practical way to make full use of basement space... especially now when garages are filled to the brim and attics are disappearing.

FOR NEW HOMES

The Service-way helps you sell new homes because it gives quick, easy

access to outdoor furniture, grilles, garden tools, screens, stormwindows and children's toys or anything stored in the basement. Bulky home equipment like home freezers and shop tools can be moved in easily through the wide opening. No chance here for scraped walls or muddy tracks. Fewer stairs to climb on heavy wash days too.

SINGLE DOOR

Special appeal of the Service-way Door is in its one-piece design. A counterbalancing spring makes it easy to operate...open and close it with one hand.

CHECK THESE SERVICE-WAY FEATURES

- **FINGER-TIP OPERATION**—Specially designed spring suspension counterbalances the door.
- **QUICK-RELEASE SAFETY ROD**—Easily locked in open position. Can't close accidentally or blow down in strong winds.
- **EXTRA-RIGID SUPPORT**—Cross bars welded underneath the one-piece door give added strength.
- **ALL-WELDED CONSTRUCTION**—Built of heavy-gauge steel electrically welded for greatest durability.
- **WEATHER-TIGHT**—Overlapping flanges keep out damaging snow, rain and wind.
- **BURGLAR-PROOF**—Slide bolts lock door securely from the inside for assured protection.
- **READY TO INSTALL**—Comes completely assembled and prime coated to save time and labor on the job.

For folder and specifications see your local building supply dealer, or write Heatilator Inc., 825 E. Brighton Ave., Syracuse 5, N.Y.

HEATILATOR®
SERVICE-WAY

American Builder New products

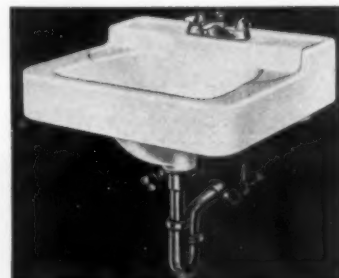
BATHS & PLUMBING



Cabinet designed with space in mind

Bathroom cabinet designed for convenience is the smartly styled Model 7000 which has exterior shelf space for perfumes, soap and tumbler holder plus roomy interior shelves for medicines. Only the cabinet body recesses into the wall. Comes complete with overhead light fixture. Plenty of storage in small space. More complete information available from National Steel Cabinet Company, Dept. AB, 2415-25 N. Pulaski Rd., Chicago 29, Ill.

Circle No. 5052 on reply card, p. 132.



Lavatory available in two sizes

Eljer's new vitreous china lavatory, the "Plaza," is available in either 18x15" or 19x17" sizes. This wall-hung lavatory has softly rounded edges, a wide shelf and a concealed front integral overflow with an anti-splash rim which provides a smooth, unbroken back surface. Available in white and seven colors. Complete information from Eljer Div., Murray Corporation of America, Dept. AB, 3 Gateway Center, Pittsburgh 22, Pa.

Circle No. 5053 on reply card, p. 132.

The "ARDOX" Spiral Nail



NOW! A Spiral Nail for less than the cost of a common nail

Jones & Laughlin introduces the new threaded-to-the-head "ARDOX" spiral nail to American markets. This superior nail, with all the advantages of extra holding power, ease of driving, and less splitting *actually costs less than the familiar, smooth, straight-shank nail.*

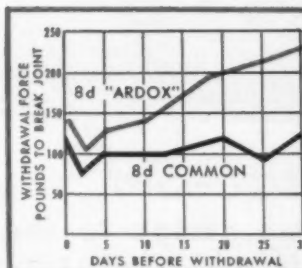
These established advantages are made possible by a major development in spiral nail-making technique, utilizing J&L quality, higher carbon steel.

Write for complete information on how "ARDOX" full spiral nails can improve your operations and cut your costs. Write to the Jones & Laughlin Steel Corporation, Dept. 493, Pittsburgh 30, Pa.



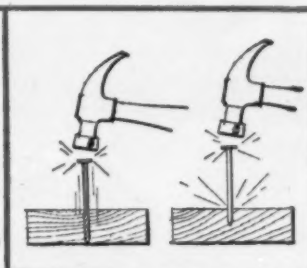
Jones & Laughlin
STEEL CORPORATION • PITTSBURGH

MAY 1957



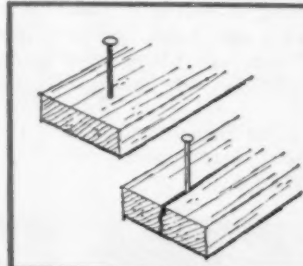
INCREASED HOLDING POWER

The "ARDOX" full spiral shank nail develops up to twice the holding power of equivalent common nails . . . gives you stronger, longer-lasting construction. Graph compares eight penny nails driven into white pine, 10% moisture.



EASIER DRIVING

Despite its greater holding power, the "ARDOX" spiral nail actually requires less driving force. It speeds construction, reduces operator fatigue. Laboratory and field tests prove that "ARDOX" spiral nails are as much as 30% easier to drive.



LESS SPLITTING

The "ARDOX" spiral nail turns like a screw when driven . . . threads its way into the wood with minimum fiber damage. The stiffer shank of the "ARDOX" spiral nail, with less bulk of metal, greatly reduces the tendency to split.



COST SAVINGS

"ARDOX" full spiral nails, because the greater count per pound results in lower cost per nail, cost less per job than equivalent common nails. Additional cost savings result from lower transportation, handling and storage charges.



Shure-Set® anchors furring strips to masonry —as if by magic!

Fastening into masonry and concrete is simple with SHURE-SET. Just a few hammer blows and the drive pin is set straight and true. No bend, bounce or buckle. SHURE-SET eliminates the danger and annoyance of concrete nails. No drilling, filling, or plugging as with other fastening methods.

SHURE-SET drives like a nail, holds like an anchor. Does a 15-minute job in 30 seconds! Save your time, temper and money. Get SHURE-SET for every job involving masonry and concrete.

It's worth looking up the SHURE-SET dealer in the yellow pages of your phone book, listed under "TOOLS—RAMSET". Or write for free new catalog.

Shure-Set <small>Trademark</small> HAMMER-IN FASTENING TOOLS <small>PATENTS PENDING</small> BY THE MAKERS OF Ramset® PRODUCTS	Ramset Fastening System <small>WINCHESTER-WESTERN DIVISION</small> <small>OLIN MATHIESON CHEMICAL CORPORATION</small>
--	--

12113-E BERE A ROAD

CLEVELAND 11, OHIO

American Builder New products

BATHS & PLUMBING



Glass shower enclosure adds bath convenience

Custom glass shower doors and tub enclosures which are designed to meet the growing demand for more compartmentalized baths, provide beauty as well as practicality. Enclosures of translucent glass assure natural light yet complete privacy. Available in custom design and special glass finishes to meet individual needs. Pictured above is the popular combination water closet and shower enclosure. More information from American Shower Door Co., Dept. AB, 936 N. Cahuenga Blvd., Hollywood, Cal.

Circle No. 5054 on reply card, p. 132.



Large mirrors give multi-angled reflection

A new concept in bathroom luxury and design is a medicine cabinet recently introduced by Mirro-Chrome Co. Two elegantly framed mirrors open easily to give reflection from any angle. Contains ample storage space provided by slip-proof shelves. Four modern design models are available in two popular sizes. From Mirro-Chrome Co., Inc., Dept. AB, 250 W. 57th St., N.Y. 19, N.Y.

Circle No. 5055 on reply card, p. 132.

**When they open *these* doors,
you'll close more sales**

**LUPTON WEATHER-TIGHT
ALUMINUM SLIDING DOORS**

Modern homes equipped with handsome, low-cost Lupton Aluminum Sliding Doors have a plus value to prospective buyers.

Show *your* prospects the Lupton door installation . . . slide the smooth-running, quiet panel . . . and watch eyes light up. Quality is easy to see and feel in the Lupton Sliding Door. Two-, three-, and four-panel styles available in stock sizes with over-all widths from six to twenty feet. Weather-tight construction, precise leveling adjustment, choice of smart aluminum or Lucite pull-handle, low-sloped threshold—all these features, and more, help sell Lupton Sliding Doors to your customers.

For quick service on Lupton Aluminum Sliding Doors and the many popular Lupton Windows, call your Lupton representative or distributor—look in the Yellow Pages under "Windows and Sash—Metal."



LUPTON

METAL WINDOWS • SLIDING DOORS

MICHAEL FLYNN MANUFACTURING CO.

Main Office and Plant: 700 E. Godfrey Avenue, Phila. 24, Pa.
West Coast Offices and Warehouses: 2009 East 25th St.,
Los Angeles 58, Calif.; 1441 Fremont Street, Stockton, Calif.
Sales representatives and distributors in other principal cities



Here's how the panels slide on three- and four-panel styles.

Faster COVERAGE



**SAVE UP TO 70%
ON APPLICATION TIME**



**Shakertown®
GLUMAC® UNITS**

U. S. Patent 2,232,786. Other U. S.
and Foreign Patents Pending

Red Cedar **SHAKES IN PANELS 46 3/4" LONG**

Glumacs go up faster because they are made in long, easily-installed pre-stained sections. Easy to cut with insulation knife. The time you save is money in your pocket.

Red Cedar **SHAKES BONDED TO INSULATION BOARD**

Shake and insulation all in one unit. No undercourse is necessary. Install them in any weather. Glumac saves you up to 70% in application time.

Red Cedar **SHAKES WITH MATCHING COLORED NAILS**

Only Shakertown provides matching colored nails in all 12 pre-stained colors. No touching up to do. Matching color metal corners also available. Start selling the house the day the exteriors are finished.

Carton-Packed
Easier to Handle
Protects the Finish

Write for
Your FREE "Profit
Builders—1957"



Shakertown®

**FIRST NAME IN
CEDAR SHAKES**

THE PERMA PRODUCTS COMPANY
20310 KINSMAN ROAD • CLEVELAND 22, OHIO

**American
Builder**

New products

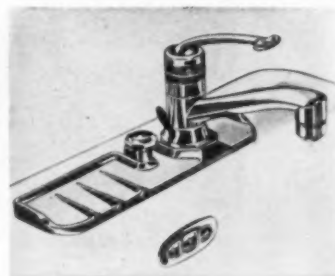
BATHS & PLUMBING



Lavatory designed for small space

Newly introduced is a very small counter-top lavatory (16"x14") which is ideally suited for the modern home's half bath. Comes in seven colors to fit any decor, such as azure blue, bermuda coral, fern green, mellow red, oriental ivory, quaker gray, and tropic tan. This style is also available in two larger sizes. More complete information may be obtained from Richmond Plumbing Fixtures Div., Rheem Mfg. Co., Dept. AB, 16 Pearl St., Metuchen, N.J.

Circle No. 5056 on reply card, p. 132.



Single-handle faucet adds new convenience

One motion of the hand controls both water volume and temperature with a single-handle faucet. Offers such advantages as convenience, sleek appearance, and trouble-free operation. Desired temperature and rate of flow . . . any variation from full hot to full cold, from trickle to torrent . . . are instantly achieved. Models for both kitchen and baths are available. For more complete information on this product, contact Gyro Brass Manufacturing Corp., Dept. AB, St. Urban Ave., Westbury, L.I., N.Y.

Circle No. 5057 on reply card, p. 132.

ROPER
"arRANGEable"

BUILT-IN GAS RANGES with "TEM-TROL"...



FINEST AUTOMATIC TOP BURNER!
Controls Heat... Clinches Sales

Give the Lady What She Wants



Your most important customer... Mrs. Housewife... prefers the wonderful peace of mind and worry-free cooking she will enjoy with Roper "Tem-Trol" automatic top burner. No burning... no scorching... no boil-over. The Roper name is her assurance of finest quality. It signifies top value, and helps you sell houses faster. Send for details today.

- ★ Roper "Tem-Trol" Makes Any Utensil Automatic
- ★ Oven-Broiler Unit Excels in Performance... Thrifty, too
- ★ 13 Decorator Colors Flatter Any Kitchen
- ★ Easy to Install... Roper Fits Most Popular Cabinets

GEO. D. ROPER CORPORATION, Rockford, Illinois
I'm interested! Send me full details on Roper Built-Ins with "Tem-Trol."

Firm Name _____

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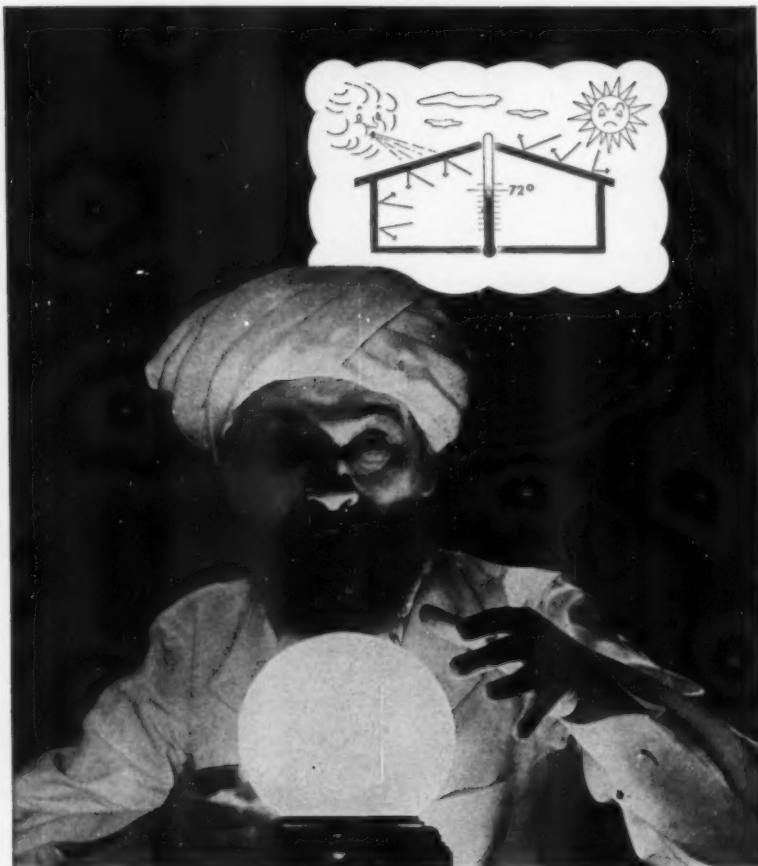
I am a _____
(Type of Business)

My supplier is _____
(Name)

(Address)

AB557

GEO. D. ROPER CORPORATION • Rockford, Illinois



... In the future, you'll build more
and more homes comfort protected
with ***REFLECT-O-RAY**

Truer words were never spoken, Swami. With insulation materials faced with REFLECT-O-RAY you build in year 'round comfort at lower cost. REFLECT-O-RAY combines millions of sparkling aluminum flakes with tough, durable backing paper to produce a highly efficient heat reflective surface. Each flake, acting as a tiny mirror, bounces back summer

sun to keep homes cool inside — reflects furnace heat, to arrest its escape in winter. REFLECT-O-RAY is a natural "breather" sheet, too, safeguarding against damaging condensation build-up without loss of reflective quality. For comfort everybody can afford, ask for, and use insulation materials faced with REFLECT-O-RAY. You'll satisfy more customers, more often!

REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is a tough, durable
Aluminum Pigmented product of

THE APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN



**American
Builder**

New products

BATHS & PLUMBING

Booster pump will develop greater pressure

The One-inch PR Series booster pump is designed especially for in-the-line installation in circulating water systems requiring additional pressure without additional pumping capacity. Ideally suited to combination heating and cooling systems, and especially well adapted to recirculating faucet systems in the home, providing hot water instantly available at all fixtures. Bell & Gossett Co., Dept. AB, Morton Grove, Ill.

Circle No. 5058 on reply card, p. 132.

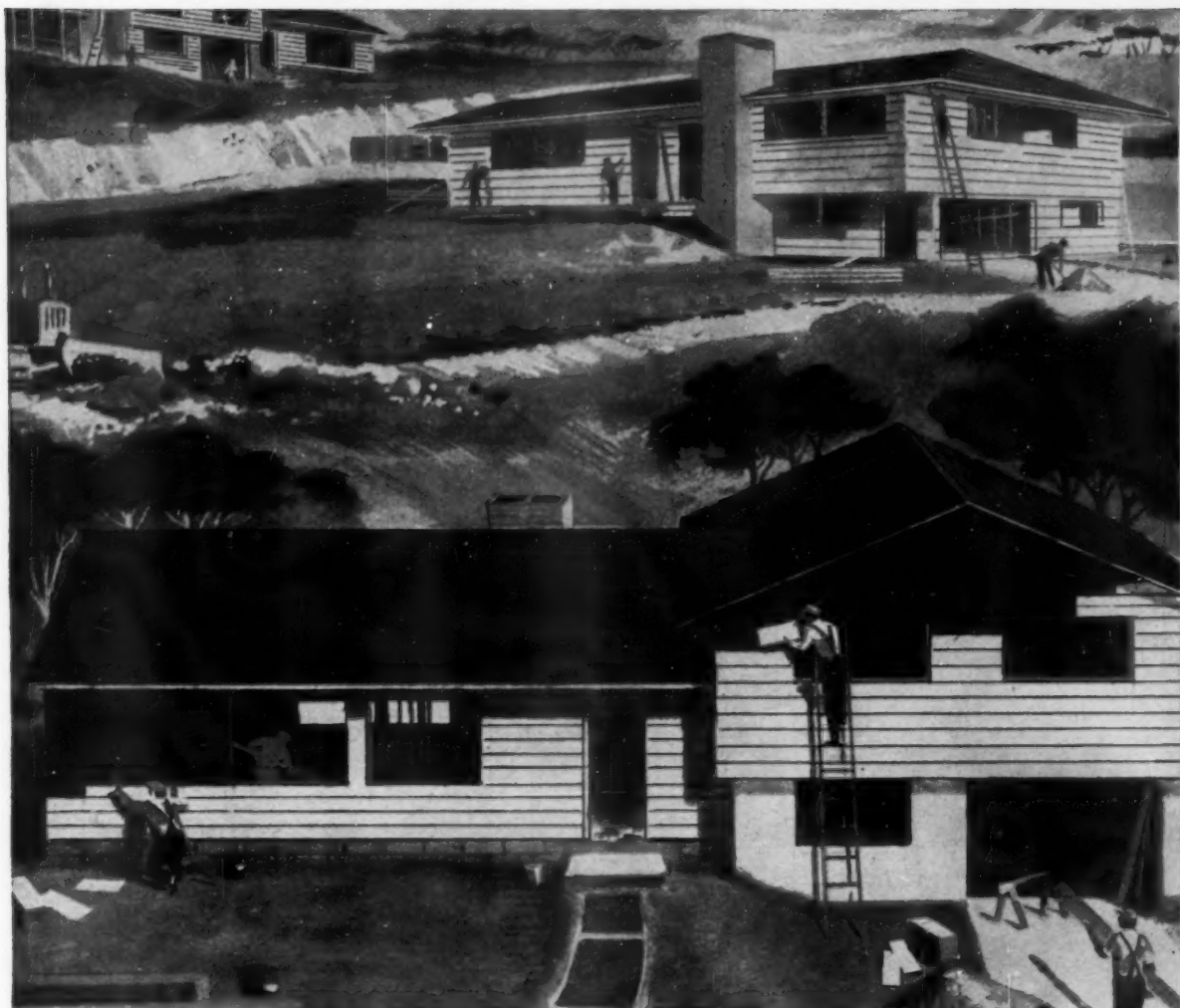
DOORS & HARDWARE



Folding doors feature full width access

Outstanding feature of Style-Trend folding doors is that they provide full width access to closets and wardrobes. Available in two modern designs, these wood doors glide on silent nylon bearings, and present no maintenance problems. Installation is fast and simple because doors come packaged as a complete unit. Many practical and space-saving applications for bedrooms, hallways and linen closets. Curtis Companies, Inc., Dept. AB, Clinton, Iowa.

Circle No. 5059 on reply card, p. 132.



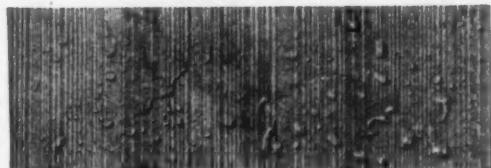
What will it say about you when you've gone?

Those walls and that roof can be an enduring testimonial to you—if you apply K&M Asbestos-Cement Siding and Roofing Shingles.

Think of the lasting reputation you build with this house and with others after it, if you are known for using quality materials like K&M Shingles.

To the owner, and to everyone else who admires the house, K&M Siding Shingles, with their bright modern colors, promise years of colorful beauty. When applied to produce clear and pronounced horizontal shadow lines, K&M Shingles give any house a modern look. Made of asbestos fiber and portland cement, they won't burn, rot, or corrode, and they never need protective painting. They become harder with age... last the life of the house. The same is true of K&M Roofing Shingles, in appealing colors and designs to suit any type of architecture.

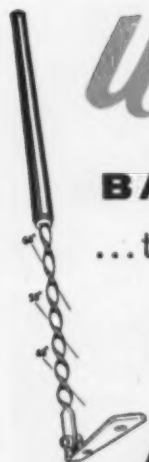
See our catalog in the Light Construction File (Sweet's), and then speak to your building supply dealer. Or write to us for full information about K&M Shingles. It's good business to use them!



SILICONED TO CARRY OFF WATER-BORNE DIRT
K&M Siding Shingles are silicone-treated. Thus water "balls-up", rolls off, doesn't easily gain a foothold to produce unsightly streaks.



KEASBEY & MATTISON Company • Ambler • Penna.



Unique SASH BALANCES

...the BACKBONE
of good
double-hung
windows

ARE USED
EXCLUSIVELY
IN

air-loc®

TAKE-OUT WINDOW HARDWARE
for the window with sales appeal



AND
UNI-Flex

...the ALL NEW
WEATHERSTRIP
and TRUE SASH
BALANCE COMBINATION

See your Lumber and Millwork
Supply Dealer TODAY about
these high-quality competitively
priced window products.

PLEASE SEND LITERATURE:

☐ UNIQUE
BALANCES ☐ AIR-LOC ☐ UNI-FLEX

CHECK and CLIP TO YOUR LETTERHEAD

**UNIQUE
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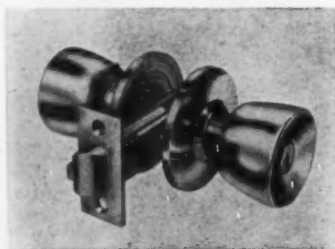
41 MAREE AVE., STAMFORD, CONN.

Unique Sash Balances—Sold the world over!

**American
Builder**

New products

DOORS & HARDWARE



Tulip creation enhances lockset design

The latest adaptation of the popular tulip design contains all the quality features of the well-known E-Z-Set line of locksets. With just three pre-assembled units, this lockset insures easy installation. The tulip is available in matching design for passage, bath, and closet in all standard finishes. Gives matched decorator look to all doors throughout the house. Has self-aligning thru-bolts, and is guaranteed for smooth, trouble-free operation. More information from National Hardware Mfg. Corp., Dept. AB, Ozone Park, N.Y.

Circle No. 5060 on reply card, p. 132.

BUILDING SPECIALTIES



Time and labor saving advantage of steel bridging

A modern and advanced method of supporting floor and ceiling joists with steel bridging results in sounder construction and saving in labor of installation. Exline bridging is made from medium gauge steel, and has tensile strength greater than wood bridging. Also features a black protective rust-resistant coating for longer wear and maintenance savings. More complete information on this product may be obtained from Exline Manufacturing Co., Dept. AB, Miamisburg, Fla.

Circle No. 5061 on reply card, p. 132.

Can't read it?



next time,
say **STANLEY!**

It's not your eyes, it's those invisible markings. If you can't see 'em, you can't read 'em! Next time get a rule with markings you *can* read. Ask for a rule that lasts longer. Be precise... say Stanley, it's a *good* rule.



Permanently Lubricated

Take this Stanley 6 ft. No. 106 for example. No comparable rule reads easier longer. It never shows early symptoms of "outside stick fadeout." The numbers are bold, black Gothic. The graduations are sharp, clear indentations. And all markings are protected with a long-wearing plastic finish. The joints are smooth working, too, and they stay that way. They have been *permanently lubricated*. Don't get your eyes checked, get a new rule, and this time say Stanley when you buy.

Wide Tape



Do you carry a tape rule? Here's a big one with a big extra. Wide blade helps keep tape rigid for extended measurements. Try one. Ask for 10 ft. No. 3610W or 12 ft. No. 3612W. Be precise... say Stanley.

Stanley Tools, Division of The Stanley Works,
New Britain, Connecticut

STANLEY

The Tool Box of the World

AMERICAN BUILDER

SALES SECRET:
Tell Buyers it's a
Lifetime Roof

The traditional beauty of thatch design, combined with lifetime durability, makes Ruberoid American Thatch asbestos roof shingles a powerful new sales feature for any home. Wearproof, rotproof and fireproof, American Thatch shingles are locked down against storm damage by copper anchors, give buyers impressive extra proof of new house quality.

SPECIFICATIONS:

Av. Approx. Wt./Sq258
Pieces/Sq 80
Bundles/Sq 4
Sidelap 4"
Headlap 2½"
Nails/Sq160
(Copper Storm Anchors furnished)	

RUBEROID

American Thatch®
(Pat. No. 2,687,701)

ASBESTOS ROOF SHINGLES

ASPHALT AND ASBESTOS BUILDING MATERIALS

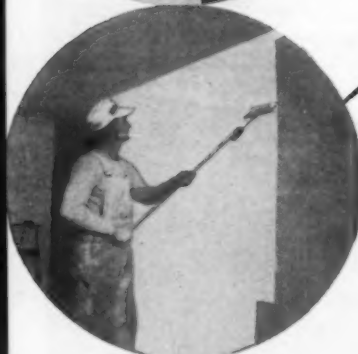
For more information, ask for American Thatch® folder # 1343 — write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.



One Coat



One Painter



One Day



One Wall Finish ...

ARCO ALKYD RIPPLE TEXTURE

Paul J. Emch, well-known
Rittman, Ohio, builder, reports . . .

"Arco Ripple Texture certainly goes on fast. We've found it takes one of our men only a day to completely paint the interior of a 3-bedroom home. One coat does it, even over taped joints—and we don't have to use a sealer. For economical performance plus pleasing appearance, it's tops."

Why not take a tip from Mr. Emch. Combine beauty with real economy and decorate with Arco Alkyd Ripple Texture Wall Finish in six colors.

**American
Builder**

New products

TOOLS & EQUIPMENT



Counter-rotating transmission feature of loader

New Model 800 Case-TerraTrac loader features the new counter-rotating Terrmatic transmission with torque converter drive which provides complete independent power control of each track, power steering, power brakes, and non-stop forward and reverse speeds. Another advantage is new torsion bar track suspension with full equalization of load, as well as cushioning action. More detailed information is available from J. I. Case Co., Dept. AB, Racine, Wis.

Circle No. 5062 on reply card, p. 132.



All-purpose concrete mixer at popular price

"Dandie Junior" concrete mixer is of rugged, lightweight construction. Has a high production rate of three and a half cubic feet of mixed concrete plus 10 per cent overload. Powered by air-cooled gasoline engine or electric motor. Drum opening and charging height provide fast, easy loading. Mixer is specially constructed for long life, easy operation and low maintenance. Complete information may be obtained from Kwik-Mix Co., Division of Koehring Co., Dept. AB, Port Washington, Wis.

Circle No. 5063 on reply card, p. 132.

AMERICAN BUILDER

**FREE Arco Color
Styling Kit!**



THE ARCO COMPANY

7301 Bessomer Avenue • Cleveland 27, Ohio

Gentlemen: Please send me Arco's new Color Styling Kit complete with 111 professionally styled color schemes and 57 swatches to guide me in color styling and plot development.

NAME

COMPANY

ADDRESS

CITY ZONE STATE



Beautify with blocks

Bruce Block Flooring is distinctively different, yet stylishly right for all homes. The modern geometric pattern is high in decorative interest and there's always-appealing beauty in the grain and coloring of this solid oak floor. Bruce Blocks may be blind-nailed to wood subfloors or laid in mastic on concrete. They are available with the famous cost-saving Bruce factory finish or for on-the-job finishing. Write for color booklet. See our catalog in Sweet's Files.

E. L. BRUCE CO.
Memphis 1, Tennessee



Bruce Block

Hardwood Floors

Naturally Beautiful

Furniture by Knoll Associates, Inc.
Photo by Hedrich-Blessing



Wall is of 4' x 8' Birch V-Plank* panels, with matching Weldwood hardwood moldings. Weldwood Bi-Fold closet doors (right) are birch-faced, have cores of non-warping Novoply.®

How to brighten your sales picture—with Weldwood Birch Paneling

People like wood. So, one Weldwood Paneled wall, like this, might be the very feature that will help you sell a home quickly!

The paneling is beautiful, comes already finished, waxed and rubbed like fine furniture. It takes your men almost no time at all to install it—and it's a sure "stopper" for any prospective buyer. Best of all, the retail price for all the Birch Paneling shown here is just \$65.

Put Weldwood Paneling to work for you in the next

home you build. Weldwood Paneling is a silent salesman that speaks volumes for you. See a full Weldwood Paneling display at your Weldwood dealer's or any of our 87 offices. New York Showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.

*Trademark



WELDWOOD®

WOOD PANELING—

A PRODUCT OF

UNITED STATES PLYWOOD CORPORATION

WELDWOOD—The Best Known Name in Plywood



New Saws designed with YOU in mind... by *Black & Decker*®

Board for board—job for job— Black & Decker Saws outcut 'em all!

On-the-job tests prove new B&D Saws outcut, outperform, outlast other builder saws—with power to spare!

New streamlined lightness and balance, easy depth and bevel adjustments, added safety features, plus plenty of long-lasting, rugged power. Black & Decker Heavy-Duty Saws are best because they're made better . . . they're best because they're easy to control in the wood! On display . . . now! For more information, write: THE BLACK & DECKER MFG. CO., Dept. H-105, Towson 4, Maryland.

Choose from 4 Builder models



Look under "Tools-Electric"



Black & Decker®

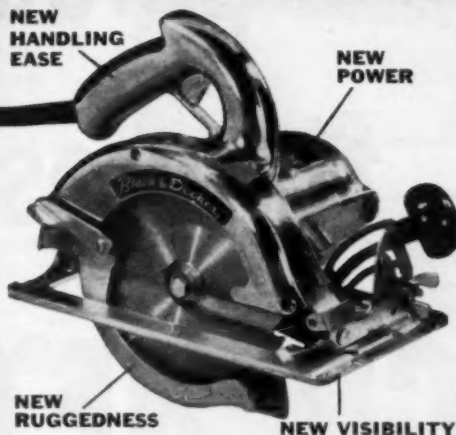
World's Largest Maker of
Portable Electric Tools

NEW
HANDLING
EASE

NEW
POWER

NEW
RUGGEDNESS

NEW
VISIBILITY



BUILDER'S BEST BUY

- **NEW POWER**—Cooler running B&D-built motor is custom-engineered for tough sawing jobs, continuous operation.
- **NEW HANDLING EASE**—Streamlined lightness and balance, easy depth and bevel adjustments, added safety features, guarantee better control of saw in the wood.
- **NEW RUGGEDNESS**—From the motor out . . . your Black & Decker Saw is built to last for years of rugged, dependable sawing. Unsurpassed B&D quality!
- **NEW VISIBILITY**—New picture-window view, new double guide edge make line-of-cut and cutting edge of blade visible at all times. New air flow blows sawdust clear of job, clear of your eyes.

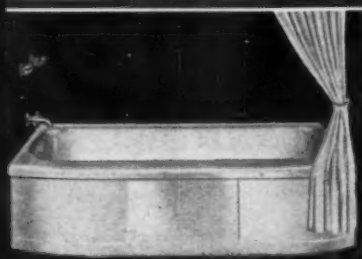
CRA

**NOW..a complete line
of porcelain · on · steel
fixtures from Crane :
CRANE CRESTMONT**

BATHTUBS · LAVATORIES AND SINKS

NE

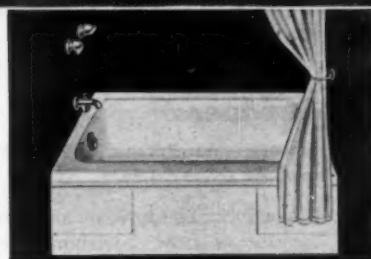
The Preferred Plumbing



Ohio—Formed of 12-gauge metal—strongest steel tub made. Graceful Henry Dreyfuss styling. Five-foot x 32½" wide.



Olympic—Strikingly modern panel design by Henry Dreyfuss. Five-foot x 31½" wide. Also, four-and-one-half-foot size (30½" wide).



2-185 bathtub (Receptor type)—Makes possible a complete bath in limited space. 42" x 30½" wide.

Crestmont fixtures by CRANE, give you the selling help of the foremost name in plumbing.

The Crane Crestmont line includes a wide selection of the finest steel fixtures available. You get the biggest choice of steel bathtubs on the market, plus the advantage of Henry Dreyfuss styling. And four different styles of lavatories and 8 kitchen sinks in Crestmont's 18 models. Each fixture available in six beautiful

Crane colors as well as white.

Crestmont fixtures are extra rugged. And, the satin-smooth porcelain finish is fused on by an improved process that assures long-lasting, gleaming beauty. Crane Dial-ese controls available on all fixtures.

Get complete details on finest porcelain-on-steel fixtures made. See your Crane Branch or Crane Wholesaler right away.

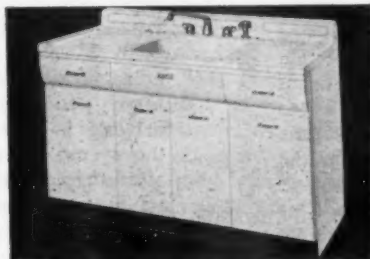


CRANE CO. 836 South Michigan Avenue, Chicago 5

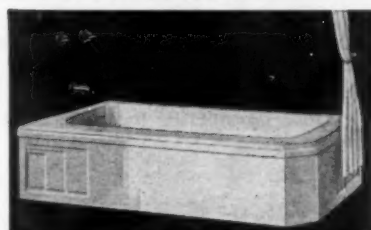
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING



5-140-S Sink—Flat rim sink for counter-top installation available with or without faucet ledge. Big, deep basins are 14" wide, 8" deep.



5-118-S Sink—One piece double drainboard single basin sink with Crane undersink cabinets for storage. Overall size 54" x 25".



Omega—For bigger bathrooms where corner installation is desirable. Wide seating rim on side and end. Five-foot x 31½" wide.



Sterling—Lavatory for installation: with or without legs. Large, deep basin, handy shelf space. Size 20" x 18".



Stafford—Flat rim lavatory for counter-top installation. Hidden overflow under rim in front. Big, deep basin. Size 21" x 17".

Looking for ways to up sales?

Here's how other builders do it.

Capsule-case histories highlight objectives, techniques, results

Newspaper

BUILDER: Gordy & Co., New Castle, Del.

TYPE OF ADVERTISING: Display

Objective: To develop an outstanding community of over 200 homes in \$20,000-up bracket. Campaign began last December in the *Wilmington News*, is scheduled to continue till September. Cost during first two months was \$2,600. Results: 35 houses were sold. Says builder Ralph E. Gordy: "Average cost for advertising per home sold has been around \$74, a figure we regard as remarkably low, considering the price class of the homes involved."

Television

BUILDER: Edward C. Ryan Inc., Pittsburgh

TYPE OF ADVERTISING: Five-minute sportscast

To show slides and films of its homes, the company sponsored a five-minute sportscast over KDKA-TV every Friday evening from April through September 1956. It cost \$425 a week. Results? An average of 1,500 persons inspected the homes each weekend.

Transportation

BUILDER: Fort Wayne Parade of Homes and Exposition

TYPE OF ADVERTISING: Bus cards

A month before National Home Week, the Home Builders Assn. of Fort Wayne bought space on the inside and outside of local buses to promote the show. From August 24 to September 23, 11x42-inch cards featured the Parade, which included new designs in the \$15,000-\$21,000 class, new home aids and equipment. Ad space, bought from Fort Wayne Transit Inc., cost \$494. Most sample houses were purchased in the seven-day showing and "a surprising number of subsequently productive leads" were obtained.

Radio

BUILDER: Cayuga Masonry Corp., Cheektowaga, N. Y.

TYPE OF ADVERTISING: Participations

In recent months Cayuga has built over 100 units in what will be a subdivision of 700 all-brick homes. Each Sunday for more than a year now it has sponsored a local favorite, "Stan Jasinski's Polish-American Program," on WKBW, Buffalo. Its announcements, aired between noon and 3:30 p.m., tell price, give locations, and list features. Cost: \$30 weekly; more than \$3,000 in two years. At times the campaign has had to be cut back to let building catch up with orders.

Newspaper

BUILDER: Francis Construction Co., Tulsa

TYPE OF ADVERTISING: Display

In August 1955, Francis began a campaign including the use of full- and half-page ads announcing the opening of subdivisions. Follow-up ads of two and three columns by five to seven inches appeared three times a week. Altogether, from then until February 1957, the company used over 33,000 lines of space at 31 cents a line and sold 428 houses in subsequent additions. In one eight-day period last summer the builder sold 60 homes.

Outdoor

BUILDER: Bayview Estates Inc., Port Washington, N. Y.

TYPE OF PROMOTION: After-dark showing

To stimulate week-day traffic for the opening of its newest development last fall, Bayview stayed open till 11 at night. Did it work? Between 6 p.m. and 11 p.m. more than 425 couples showed up, according to builder Stanley Michaelson. And this was on a Monday. But it topped the turnout of the entire previous week, excluding the weekend. Newspaper ads announced the event beforehand. Powerful spotlights flooded the site, searchlights attracted attention from surrounding areas. Why such success? Says Michaelson: Many people avoid daytime and weekend driving; baby-sitters are more available in the evening; couples find more leisure time after supper; women can't house-hunt themselves during the day.

For another merchandising idea in action you can profitably put to use, see opposite page

**American
Builder**

Merchandising
IDEAS IN ACTION

Selected SOUTHERN HOUSE of the MONTH for November



Here's country-club luxury for budget buyers



SO SMART...SO VALUE WISE. IT'S WINNING AWARDS!

So take one and two this report, the status of American Builder, one of the nation's leading building authorities, has been enough to make Poplar Halls the "SOUTHERN HOUSE OF THE MONTH" for November, 1957.

Plus another vital one, Southern Living, which has been named "Poplar Halls" in the ranks of a "Builder".

When the house was first shown, it was the only one in the area that was "new" and "new" in the sense of a "new" house.

When the house was first shown, it was the only one in the area that was "new" and "new" in the sense of a "new" house.

When the house was first shown, it was the only one in the area that was "new" and "new" in the sense of a "new" house.

\$13,950.

As low as \$100 down for only \$100 down.

Westinghouse

POPLAR HALLS

BY LARRYMORE

275 Military Highway, Suite 100, Norfolk, Virginia

How to play up a write-up

Endorsement by an authority is an effective selling tool widely used by merchandising-minded builders. In this case, Leslie Construction Corp., Norfolk, Va., reasoned that prospects would be interested in a house praised by a magazine read by builders themselves. The newspaper ad shown above included a reprint of the feature article that appeared in American Builder as its "Selected Southern house of the month for November." The ad was a 1,700-liner, cost \$713.

Note the headline: "So smart . . . so value wise, it's winning awards!" The advertisement goes on to point out some of the house's hidden values.

Results? Three homes were sold the day the ad broke and two more within the next two days—all a direct result of the ad, according to sales manager Emory Austin. Two later sales also may have resulted from the same ad, he says.

No. 1 of a series . . . File but don't forget

Project Builders Don't Need Design!

Not pre-set design, at least. Project builders know their markets and their own requirements best. They succeed only when designs suit their specific needs exactly.

American Houses project builders succeed because they get custom-tailored service. These builders are currently erecting over \$15,000,000 worth of military and speculative houses custom engineered by American—proof enough? If you build east of the Mississippi, send for details.

American Houses Inc.



American Houses, Inc. Dept. AB-557
S. Aubrey and E. South Sts.
Allentown, Penna.

As a project builder in the area east of the Mississippi, I want to know what American Houses can do to increase my sales and profits.

Name _____

Firm Name _____

Address _____

City _____

Zone _____ State _____



"We give overnight service as far as 200 miles away",

Bill Medlyn, Long Island City.



"We ship windows the day we get the order,"

Ed Rouston, Detroit.

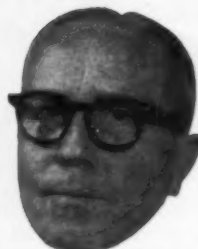
23 TRUSCON WAREHOUSES

*help builders
keep jobs moving*



"If our dealer doesn't have it in stock, we do,"

Dee Jones, Cincinnati.



"You name it, we've got it... ready to go,"

Al Watson, Houston.

REPUBLIC



World's Widest Range of Standard Steels



Take the word of these four Truscon warehouse superintendents who are typical of all 23, coast to coast. They're in business to serve you—to back up Truscon dealers with complete stocks—so your jobs won't have to wait for materials.

They keep complete stocks of factory-fresh steel and aluminum windows, interior steel doors, reinforcing products and other Republic-Truscon building products in clean, well-organized warehouses. As Al Watson, Truscon warehouse superintendent in Houston says, "You name it, we've got it...ready to go."

Full-time warehouse support is another reason why it pays builders to standardize on Truscon. Truscon not only offers you the best in metal building products but sees that they are there when you need them.

Check with your Truscon dealer or your local Truscon district office. You'll like the service ... and the products.

ALUMINUM JALOUSIES AND AWNING WINDOWS

... built and backed by Truscon. New Truscon Jalousies are highest quality extruded aluminum throughout. Weatherstripped with stainless steel and vinyl plastic for use as prime windows, porch enclosures, breezeways, interior room dividers. Truscon Aluminum Awning Window, Series 400A, features highest quality construction ... complete size range ... center operation; completely shop assembled ... weatherstripped ... competitively priced. Send coupon.

STEEL

and Steel Products

In Warehouse Stocks:

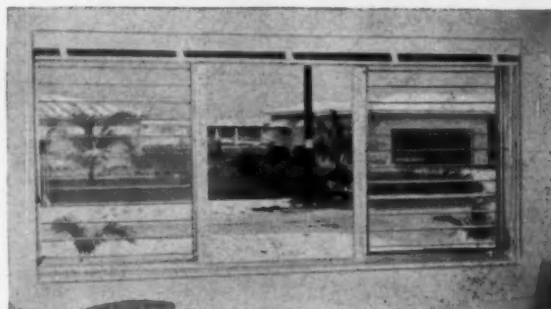
TRUSCON SERIES 138

... world's most popular steel double-hung window. Truly, the trouble-free window. Top quality at low installed cost. Comes complete with all hardware and stainless steel weatherstripping built in. Stays easy to operate because steel can't swell, warp, shrink, rot, so windows can't stick. Steel sash sections are attractively slim. Simply paint to match interior and exterior colors. Send coupon for tables of types and sizes.



TRUSCON INTERIOR STEEL DOORS

... Slide and Swing Types. You save dollars on framing, hanging, fitting and finishing these modern doors. Door frames easily assembled and erected in minutes. Frames are finish trim and molding, too. Closet doors glide noiselessly on nylon. Swing doors are sound-deadened. One-coat painting to match room decoration completes the job. Send coupon for tables of types and sizes.



REPUBLIC STEEL CORPORATION

Department C-3263

3128 East 45th Street • Cleveland 27, Ohio

Sure, I want to keep jobs moving. Send me type-and-size information on:

- | | |
|---|---|
| <input type="checkbox"/> Truscon Interior Steel Doors | <input type="checkbox"/> Truscon Aluminum Awning Windows |
| <input type="checkbox"/> Truscon Jalousies | <input type="checkbox"/> Truscon Series 138 Double-Hung Steel Windows |

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



Oak Laminated Block

Now! Wood-Mosaic's Laminated Block Flooring with New "Diamond Lustre" Finish

The amazing, new "Diamond Lustre" finish developed by Wood-Mosaic provides an unusually high degree of lustre to hardwood block flooring. Exhaustive laboratory tests have proven this new finish to be not only water-resistant and unaffected by heat or cold, but ordinary household spills such as fruit juices, alcohol, ink and the like will not affect it. "Diamond Lustre" finish provides three to four times greater wear resistance.

Wood-Mosaic Laminated Hardwood Block floors with "Diamond Lustre" finish are the most rewarding investment you can make in a home. They are as economical as they are beautiful. Shipped to your construction site ready for installation, completely pre-finished . . . a time and money saver on any job. Laminated Block is available in a variety of woods. Consult your nearest dealer or write direct to

Wood-Mosaic

PARKAY Division
LOUISVILLE, KENTUCKY
*Maker of the World's Finest
Hardwood Flooring since 1883*



RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.

W811 First National Bank Bldg.
Saint Paul 1, Minnesota

District Offices: Newark, N. J.
Fort Wayne, Ind., Tacoma, Wash.



Acme Supermarket, Clifton Heights (Philadelphia); Contractor: Wallace Engineering and Construction Co., Bryn Mawr (Philadelphia); Architect: Kelly and Gruzen, New York.

"Our schedule for erection was six weeks but these members were erected in three weeks, thereby saving us half the scheduled erection time," writes the contractor. "The precision of fabrication made it very easy for us to erect these members" . . . and further, "our client is very pleased with their appearance."

Speed, economy, appearance — Rilco arches, beams, trusses offer these plus firesafe construction and assured delivery. And Rilco members arrive on the jobsite prefabricated, pre-cut and drilled for hardware furnished . . . ready for a professional-looking job using unskilled labor.

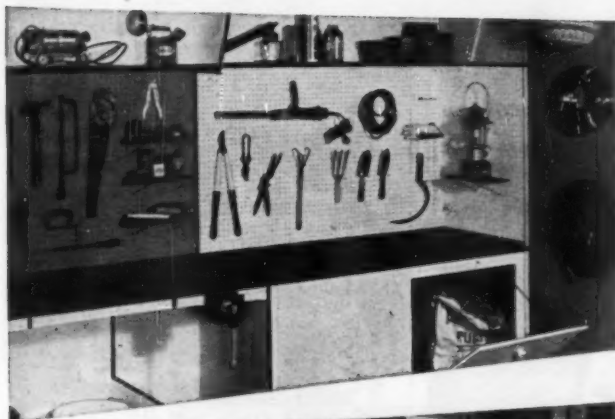
Such laminated members may be the answer to one of your construction problems.

MASONITE

PEG-BOARD

PANELS AND FIXTURES

*the "big-little" feature
that sparks more sales!*



"big"—in its appeal to home-seeking families. They're quick to see the convenience of Masonite® Peg-Board® panels and fixtures for handy vertical storage, for easy-to-change decorative walls. Big in its appeal for school buildings, stores, offices and factories, too.

"little"—in cost and application time. These sturdy, grainless panels are easy to cut and fit. Take all kinds of surface finishes beautifully.

All—your lumber dealer about the Peg-Board system for modern construction ideas. Six panel types, three thicknesses, six standard sizes. Over 75 fixtures. Or send the coupon now.

©Masonite Corporation—manufacturer of quality panel products.



MASONITE CORPORATION
Dept. AB-5, Box 777, Chicago 90, Ill.
Please tell me more about Peg-Board and other
Masonite panels.

Name

Firm

Address

City.....State.....

Zone.....County.....



This is the booklet your customers are DEMANDING!
FREE... this eight-page, beautifully illustrated booklet which outlines in complete detail the closet requirements for each member of the family. "We Planned Our Closets" is available in unlimited quantities to dealers stocking Brown's Super Cedar closet lining.



Supply of Booklets
Order your supply of booklets today. Display them conspicuously for maximum customer reception.



Displays... Colorful and concise—these attention-getting counter cards are available to every dealer.



Co-ordinated Displays—Build a point-of-purchase display that attracts all eyes—combine your booklets, counter cards, and display packages of Super Cedar—then ring up the sales. Contact your local supplier.

GEO. C.
BROWN
AND COMPANY INC.

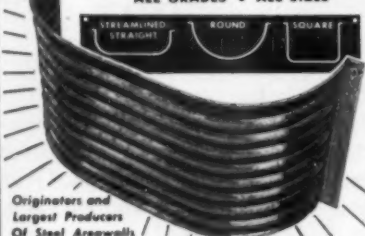


Super Cedar
CLOSET LINING
GREENSBORO, N. C.

COAST-TO-COAST

the **NATION'S BEST**
Lux-Right
AREAWALLS

COMPLETE LINE • ALL SHAPES
ALL GRADES • ALL SIZES



Originators and
Largest Producers
Of Steel Areawalls

We fabricate the most complete line of ready-made, easy-to-install, galvanized, one-piece steel window well walls. Any size, height, shape or grade. In this complete line, we have a top-quality areawall for your job.

THREE SHAPES: Streamlined-Straight and Round for regular installations, and Square for Accessways and Cosements. Special sizes too, including "mammoth specials."

IMPERIAL LUX-RIGHT, hand-dip galvanized after fabrication, The National Leader. Economy Lux-Right for medium-priced homes. Thrift-T for low-priced projects.

We prepay freight on 12 units or more.
Dealers Everywhere, or write for FREE Folder.

AB-4-7

SAINT PAUL CORRUGATING CO.



**Concrete Forms
for Low Cost
Foundations**

Symons Clamp & Mfg. Co.
4261 Diversey Ave., Chicago 39, Ill., Dept. E-7
Please send Steel-Ply Form catalog.

Name
Firm Name
Address
City Zone
State

**MISTER—
YOUR NAILS
ARE SHOWING!**

better
switch
to...



MAZE

STORMGUARD
TWICE-DIPPED in MOLTEN ZINC
NAILS

- NO RUST SPOTS, STAINS, OR STREAKS!
- STRONGER THAN ALUMINUM... COST ABOUT 1/3 LESS!
- HARD STEEL CORE... DRIVE BETTER... HOLD TIGHT!

More and more home builders and prefabricated manufacturers are finding it pays to use Maze's specially designed, weather conditioned STORMGUARD nails for all exterior applications and materials—WOOD SIDING, CEDAR SHAKES, ASBESTOS, INSULATING, HARD-BOARD SIDING, etc. Available in matching colors... Also nails for all kinds of roofing, roof decking, and trim!

**HOMES BUILT WITH
STORMGUARD
NAILS ARE EASIER
TO SELL... CUSTOMERS STAY SATISFIED—FEWER UP-KEEP OR PAINTING PROBLEMS!**

And the difference in cost between STORMGUARDS and ordinary nails is so little!

TRY 'EM NOW!

**FULL RANGE
OF SIZES**



- Wood Siding Cat. No. S-205A
 - Cedar Shake Siding Cat. No. S-235
 - Asbestos Siding Cat. No. S-215A
 - Insulating Siding Cat. No. S-245
 - Masonite Siding Cat. No. S-2575
 - Asphalt Shingle Roofing Cat. No. R-104A
 - Insulating Roof Deck Cat. No. R-1573
- (Extra long sizes for nailing roof deck to rafters)
- Ready-Packed in handy 5 lb. and 50 lb. bulk cartons**

SEE YOUR DEALER, OR

WRITE FOR FREE HANDBOOK AND SAMPLES

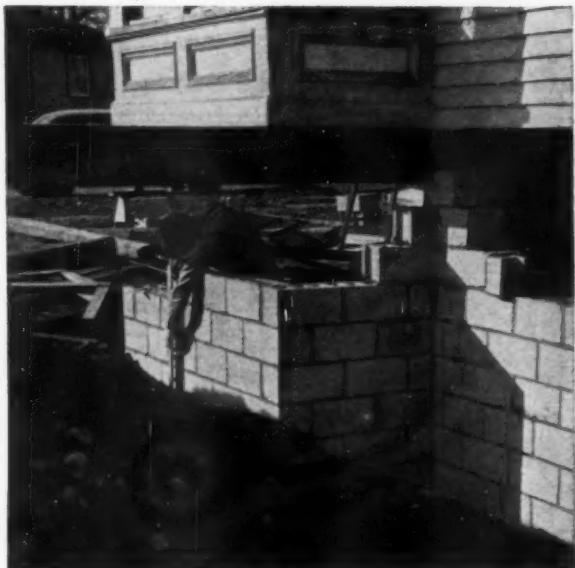
NAME
FIRM
ADDRESS
CITY STATE



"IT PAYS TO BUY MAZE"
W. H. MAZE COMPANY

PERU ILLINOIS

AMERICAN BUILDER



Are you getting your share of the \$8 billion remodeling market?

Contractors are discovering that remodeling jobs form an ever-increasing part of their business—and that concrete masonry is a practical and economical remodeling material.

Jobs for which concrete masonry offers many advantages are such projects as:



NEW BASEMENTS...

Concrete masonry is ideal for basement and partition walls and enclosures for laundry equipment and heating plants.

FIRESAFE ADDITIONS...

Using concrete masonry to build an extra room gives growing families firesafe and comfortable additional space.



NEW GARAGES...

Hundreds of thousands of post-war houses were built without garages. Here's a ready-made market for you.

Get your share of the \$8 billion remodeling market. Concrete masonry construction is fast, easy. Write for free book, "*Laying Concrete Block*," distributed only in U.S. and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. A5-3, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland-cement and concrete... through scientific research and engineering field work.

*For siding, sheathing
and subflooring, choose
workable, decay-resistant*

Incense Cedar

**one of the woods from the
Western Pine mills**

Durable and lightweight, this pleasantly fragrant softwood is in demand for a wide range of residential and industrial construction work where resistance to decay and workability are important.



Write for FREE illustrated Facts Folder about Incense Cedar to: WESTERN PINE ASSOCIATION, Yeon Building, Portland 4, Oregon.

The Western Pines

Idaho White Pine

Ponderosa Pine

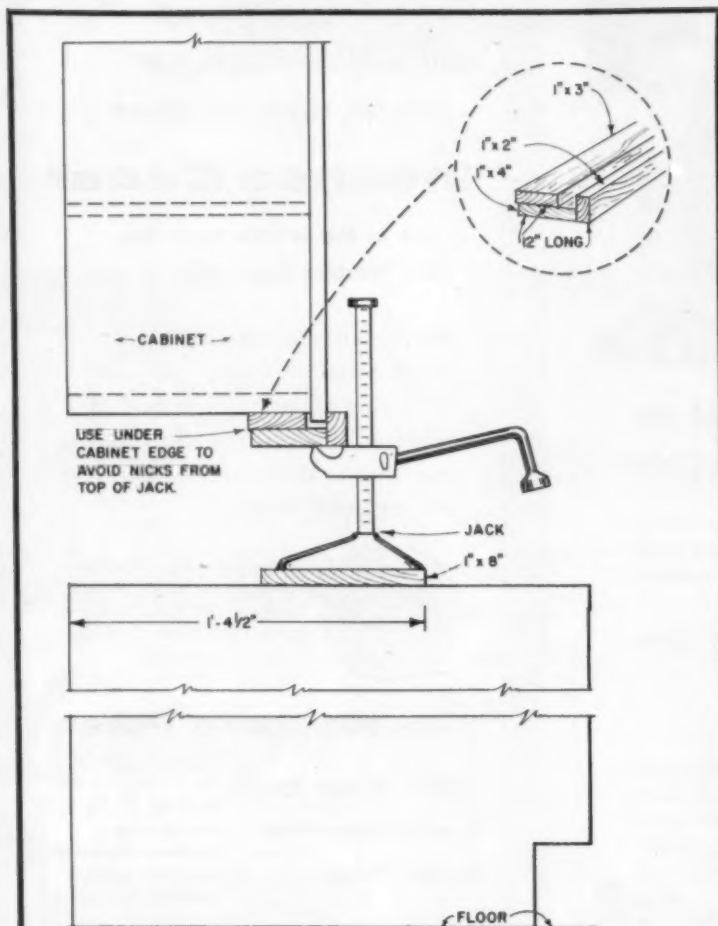
Sugar Pine

and these woods from
the Western Pine mills

WHITE FIR
INCENSE CEDAR
RED CEDAR · DOUGLAS FIR
ENGELMANN SPRUCE
LODGEPOLE PINE · LARCH

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING
GUARANTEES LUMBER TOMORROW



Bumper jack becomes the carpenter's helper

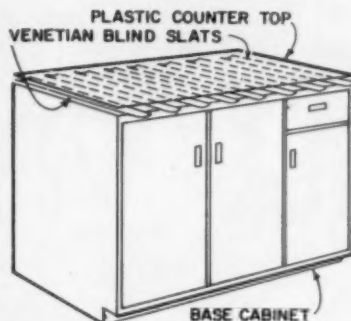
When a heavy wall cabinet has to be raised, positioned, and screwed into place on a kitchen wall, three men are sometimes barely enough for the job. But by using a bumper jack in the manner shown, two men can easily handle the heaviest cabinets.

First, the cabinet is blocked up, one end at a time, until the jack can be slid under it,

in the center, as shown. From there on, it's easy. While one man operates the jack, the other guides and balances the cabinet until it has reached the desired height. Then, while one man levels and holds the cabinet, the other drills and drives the screws.

The built-up piece shown is to protect cabinet edges.

J. Caldwell, San Mateo, Cal.



Applying plastic counter tops

One-man application of some kinds of plastic counter tops can be done more easily using old venetian blind slats in place of the usual paper slip sheet, which in the case of long counters, requires two men to pull out.

The slats are laid out as shown in the sketch, close enough together so that the bottom of the plastic and the top of the counter do not touch. Then, when the plastic is in position, the slats can be withdrawn one by one with one hand, and pressure applied to the plastic with the other.

W. Anderle, Cameron, Tex.

Keep grass off walks

Pea gravel makes a very attractive walk or driveway, but in time grass is liable to start growing up through it. This can be prevented by spreading 15# asphalt roofing paper under the gravel. The paper should be broken down the middle of the path to allow water to drain.

M. Sorenson, Dallas, Tex.

V-joints in plywood

Try this the next time you put knotty pine-veneered plywood on walls or cabinets. Machine a small V-groove along the joint of the plywood veneer, and in between these grooves if they're far apart. The result will be to hide the joints, and also to give a pleasant random board effect.

Small jobs can be done with a moulding cutter on a bench saw, while large ones are best handled with a router.

L. L. Cope, Palmerton, Pa.
(Continued on page 184)

Convertible Transit-Level Features New Telescope with 3-ft. Short Focus



Newly designed optical system in this latest model Berger Convertible produces clear, sharp image over long sights as well as at close distances. Internal focusing 10½" telescope with 22-power coated optics views image *right side up*. Sensitive telescope vial *plus* plate level vial assures accurate leveling. Verniers read to 5 minutes on horizontal circle and vertical arc; leveling, clamp and tangent screws are dust protected. Sturdy brass and bronze construction.

Instrument is consistently accurate, simple to set up for quick readings in leveling, laying out and measuring horizontal and vertical angles, locating buried survey stakes, picking up elevations, setting grades, etc. Time saved soon pays initial cost. Price \$219 complete with mahogany transit case, tripod, plumb bob, sun shade and instruction manual.

(F.O.B. Factory)

C. L. Berger & Sons, Inc., 47 Williams St., Boston 19.

install it in minutes...

a real built-in plus
for your new home



Make an opening in wall
between 16" joists large
enough to insert unit.



Steel flanges drilled for
screws on 16" centers. Fasten
into joists with screws.

HERCULES
MELINK BUILT

WALL VAULT

- Recesses into wall between 16" joists
- Can be installed in minutes
- Heavy gauge steel—Thermo-Cel insulation
- Certified furnace-tested to 1700° F. for 1 hour
- Three-tumbler combination lock

- Fits flush behind picture
- Overall height 13¼", width 15¼", depth 8¾"

LIST PRICE \$46²⁵
slightly higher distant points

Special quantity discounts to builders
Write for catalog

MELINK
SINCE 1899

STEEL SAFE COMPANY

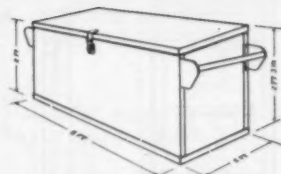
DEPT. AB, TOLEDO 6, OHIO

KARYALL COMPARTMENTS

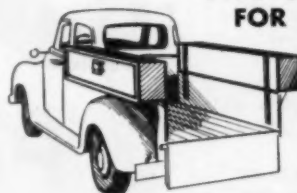
PROTECT YOUR TOOLS FROM DAMAGE OR THEFT
ON-THE-JOB OR IN YOUR PICK-UP TRUCK

GIANT SIZE STORAGE BOX

made especially for builders and contractors who keep tools on the job for days or weeks. Theft-proof, water-proof for all around safety. Made of heavy gauge steel with reinforced handles and sturdy padlock hinge. Size 2 ft. x 2 ft. x 5 ft. Net weight 180 lbs., prime painted. Price \$75.00 F.O.B. Cleveland.



SIDE COMPARTMENTS FOR PICK-UP TRUCKS



Heavy gauge steel, roomy divided sections, slam-action locking door handles. Fast easy installation. Made in 78", 88", 96" lengths. Model H-78 shipped prime painted, crated, F.O.B. Cleveland, Ohio (including Federal excise tax) only \$124.20 per pair.

Write to DEPT. A for details

Karyall
BODY INCORPORATED

Telephone Atlantic 1-0470

5221 CLINTON ROAD CLEVELAND 9, OHIO

Only BESSLER has the BIG MODELS

to meet your specific needs!



AS LOW AS

\$53⁰⁰
LIST

**Generous
Trade
Discounts!**
Write for
Free Catalog
and Wall
Chart

FREE CATALOG
AND
WALL CHART

BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market St., Akron, Ohio

Bessler Disappearing Stairway Co., 1900-A East Market St., Akron 5, Ohio
☐ Please send free Catalog, Wall Chart, Prices and Discounts

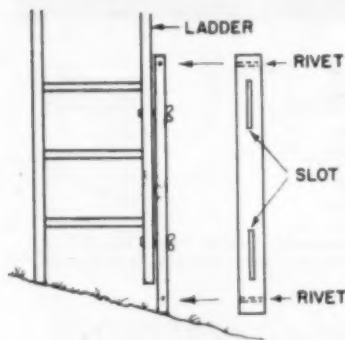
Name

Address

City Zone State

How to do it better . . .

(Continued from page 182)



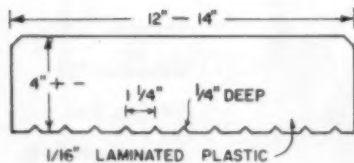
Adjustable ladder leg

The above sketch shows how a ladder may easily be made to sit safely on sloping ground.

The extension leg should be made from a piece of stock approximately the same size as the ladder leg, and should be about three feet long. Three eighths-inch carriage bolts with square shoulders extend through the ladder leg, and wing nuts and washers are used to lock the extension. For safety's sake, a wrench should be used to tighten up the nuts before the ladder is used.

The slots in the extension should be just wide enough to slide along the bolts, and about nine or ten inches long. If a longer slot is needed, a man has no business using a ladder on that particular piece of ground.

A. Sturgess, Catskill, N. Y.



Use the odd pieces

Here's a way to make use of the odd pieces of plastic counter-top material that are left over after finishing a kitchen. By cutting as in the drawing, and putting in the notches with a three-cornered file, an excellent spreader can be made for using sheetrock cement on double drywall construction.

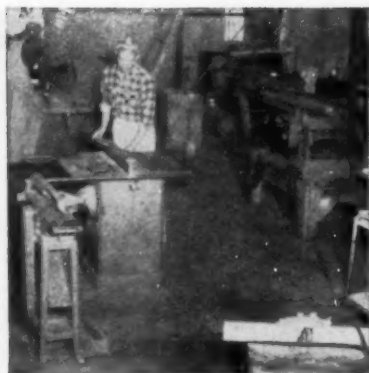
R. Price, Chicago Heights, Ill.

(Continued on page 185)

HOW ROCKWELL-BUILT DELTA Power Tools CUT COSTS FOR 5 BUILDERS

Delta Power Tools are filling builders' growing needs for a method of reducing labor costs . . . and boosting net profits. By mechanizing operations with Delta equipment, thousands of progressive builders are doing more work faster, maintaining high standards of quality and reducing waste.

Here are 5 specific examples . . .



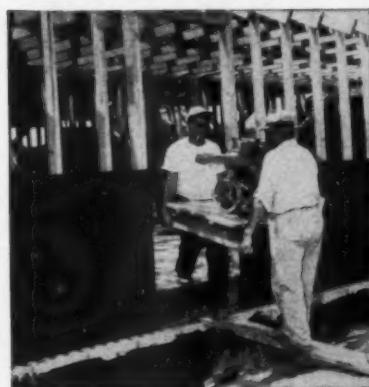
6 DELTA TOOLS SAVE \$12,000

Ken Stowell, home builder in Wichita, Kan., saved \$12,000 in labor costs in a year by pre-cutting house parts in a centrally located shop equipped with: Delta Tilting Arbor Saw, Jointer, Drill Press, Shaper, Band Saw and Scroll Saw. Scrap wood, formerly burned on the job, is utilized in the shop—offering additional savings.



PROFITS UP 30%—BUILDING TIME DOWN 40%

Nine Delta Power Tools serve as a complete woodworking center for every house built by J. G. Sheets of Akron, Ohio. Doing costly custom finishing at the job boosts profits by 30%—and cutting framing, flooring and roofing with Delta Power Saws saves 40% more time than slower hand tool methods.



PAID FOR ITSELF ON FIRST HOUSE

Dominick Parise of Glenshaw, Pa. used the Delta Portable 10" Radial Saw to pre-cut framing for homebuilding. Using it outside, then moving inside he was able to keep carpenters busy nailing—instead of measuring and fitting. Savings in labor alone on just one job paid for the saw.



LESS WASTE—MORE PROFITS

Nearly every piece of wood taken to the job is used, according to Don Hinkle, home builder of Fairview, Pa. The Delta 12" Radial Saw with exclusive 360° turret action lets you make every cut—miters, dados, straight cross cuts and rips. With waste at a minimum—profits go up.



MONEY-SAVING PERFORMANCE

Performance is the reason T. Shilling, Meadville, Pa. home builder, uses the Delta 10" Tilting Arbor Bench Saw. Turning out better work faster—day after day with no lost time for maintenance—is performance that means big savings in labor and material.



another product by
ROCKWELL



Send Coupon For All The Facts!

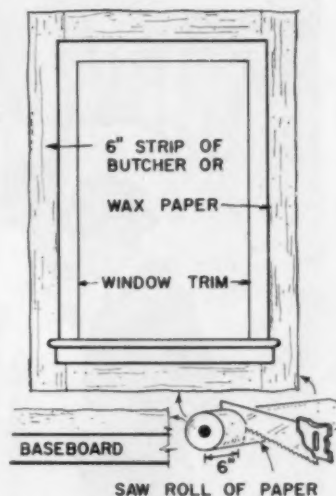
Delta Power Tool Division,
Rockwell Manufacturing Co.
646 E. N. Lexington Ave.,
Pittsburgh 8, Pa.

- ☐ Please send me catalog on the entire Delta Industrial Line.
☐ Please send names of my nearest Delta Dealers.

Name _____ Title _____
Company _____
Address _____
City _____ County _____ State _____

How to do it better...

(Continued from page 184)



For easy trim painting

Here is an idea that will speed up the slowest part of any paint job—working around the trim and painting the trim itself.

Six-inch strips of wax or butcher paper are cut as shown, and nailed under all the trim on doors and windows. It is folded over the trim when the wall is painted, then back over the wall when the trim is done. When the paint is dry, the paper is quickly cut away with a razor blade; that which remains under the trim will not be noticeable.

H. C. Stinn, Nokomis, Ill.

Can you do it better?

SEND US . . .

- A brief written description
- A simple sketch
- Snapshots, if possible

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you \$25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y. Sorry, but contributions cannot be returned.



TYPICAL ILLUSTRATION from national advertisement shows prospects looking at a model home. Windows, and their insulation, are important to home "shoppers".



Reserve your free copy...

A kit full of sales aids and selling ideas that put *Thermopane* solidly on your sales force . . . display cards (like the one above), selling literature, hard-hitting selling sentences for your salesmen to use or to include in your advertising, newspaper mats, radio and TV suggestions—a wealth of material any merchandising-minded builder will appreciate. Ask your L·O·F Glass Distributor or Dealer to reserve one for you. Or write to Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.

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that can sell for you



Thermopane[®]
INSULATING GLASS

What's happening here can happen in *your* model home. These house hunters have spotted this sign on a window glazed with *Thermopane* insulating glass. They're reading, "SAVINGS IN HEATING COSTS", "NO STORM SASH TO BUY", "MORE COMFORTABLE HOME, SUMMER AND WINTER". And they know you're giving them a better house for the money because . . .

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...IT'S BEEN NATIONALLY ADVERTISED FOR 13 YEARS!

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Thermopane
INSULATING GLASS

LIBBEY • OWENS • FORD— *a Great Name in Glass*

CONTRACTORS! When you're looking for new construction business, you'll see many more active prospects if you have the kind of vision you get with Dodge Reports. In short . . .



We help you focus on live prospects

Looking around at random, chasing rumors or waiting for someone to call are costly, wasteful ways of finding business. And so unnecessary — when Dodge Reports can show you precisely what construction jobs are coming up and when. Learn the facts about this profit-building service. Mail this coupon today.

TO: **DODGE REPORTS**, DEPT. 173, 119 WEST 40th STREET, NEW YORK 18, N. Y.

Yes! I'd like to pin-point my prospects by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports, and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area and type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

I'm interested in General Building ☐ House Construction ☐ Engineering (Heavy Construction) ☐

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ADDRESS _____

CITY _____ ZONE _____ STATE _____





One of the Bayberry Communities homes including carpet in the purchase price. Homes are priced from \$13,900 to \$20,730.

Top eastern builder says: "Carpet in the package frequently closes a sale"

"Carpet helps us sell faster," says Howard M. Berman, President of Bayberry Communities, builders of homes and communities in Syracuse, Westchester, Philadelphia and Long Island.

"Carpeting increases the sales appeal and attractiveness of our homes," says Dr. Berman. And reliable consumer surveys bear him out. Women prefer carpet 13 to 1. But when they're buying a new house, their cash and credit are tied up. They feel they can't afford carpet. And that's where Bayberry Communities cashes in. When they include carpet in the purchase price, the sale is made.

Working with a local carpet retailer, the builder is able to offer his customers the widest possible selection of colors and patterns—no inventory necessary, no installation problems. The customer gets her new house com-

plete with the carpet she's always wanted. And the builder has made another sale.

Why don't you try this tested method of moving homes faster?

Discuss this with your local carpet retailer. He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet.

Your local lending organizations will be able to work out with you and your carpet retailer, the most satisfactory financing plans for you.

Find out how you can use carpet as an effective selling tool. See your local carpet retailer today, or write the Carpet Institute, 350 Fifth Avenue, New York 1, N. Y.

Home means more with carpet on the floor • more comfort • quiet • safety • beauty • easier care

Offer carpets designed and made for the American way of life by these American manufacturers: Artloom Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gullistan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.

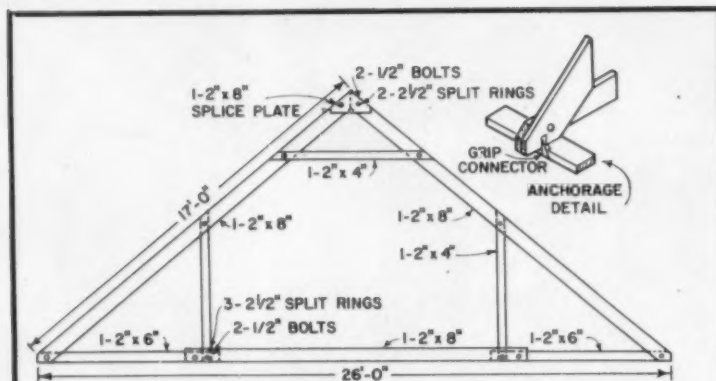
► **Planning
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Power Equipment**

► **Insulation
Interior Finish**



ALL CONNECTORS TO BE 1-2 1/2" SPLIT RING & 1-1/2" BOLT UNLESS OTHERWISE NOTED

Cape Cod roof truss

QUESTION: I would like to know how to frame a bow roof for a Cape-Cod home. The roof pitch is 10/12.

Stephen C. Hunt
Wilton, Conn.

ANSWER: The drawing shown above indicates a satisfactory way to frame a roof for a

Cape-Cod type home. This truss has been designed for a roof live load of 20 pounds psf, dead-load roof framing of 10 pounds psf. Dead and live load on the floor to be not more than 45 pounds psf and dead load of the ceiling framing to not over 10 pounds psf. The spacing of these trusses is 24" o.c.

Powderpost beetle threat to timber

QUESTION: Can you give me any information on "Powder Post Beetles,"—where they come from and how to treat them? Would they be found in the new lumber of a home built less than six months?

Clayton Edwards
Philadelphia, Ohio

ANSWER: A roundheaded powderpost beetle, commonly known as the "Old House Borer," causes most insect damage to seasoned pine timber. The larvae reduce the sapwood to a powdery or granular consistency and make a ticking sound.

When mature, the beetles make an oval hole about 1/4 inch in diameter in the surface of the wood and emerge. Infested wood should be drenched with a solution of 5 per cent of DDT, 2 per cent of

Chlordane, or 1 per cent of Lindane in a highly penetrating solvent; Trichlorobenzene is preferable, though a petroleum oil is satisfactory.

Borers working in wood behind plastered or paneled walls can be eliminated by having a licensed operator fumigate the building with a deadly poisonous gas.

Removal of oil from tile roof

QUESTION: We recently purchased a tile mission type house. The oil base on the tile has been scaling off and we would like to know if it can be removed without sandblasting.

Cornucopia Properties
Minneapolis, Minn.

ANSWER: Burning would remove the oil-base material, but because of the tile-roof construction, this method would be dangerous. You will have to sandblast.

Plastic covering for sun decks

QUESTION: We are building some houses and intend putting sun decks on top of the garages.

We have been using painted canvas on top of plywood decks. We understand there is a plastic material which can be painted or brushed on, or sprayed. Material must be waterproof and scuff proof and long lasting. Can you tell us the name and source of this material?

Lighthouse Construction Co.
Barnegat Light, N. J.

ANSWER: A material that can be used to cover a canvas deck is called "Vinylon" and is manufactured by Surface Coating Engineering Co. For further information, write to:
W. & J. Tiebout
62 Front Street
New York 4, N. Y.

Cutting windows in concrete walls

QUESTION: I plan to convert a warehouse into an office building. There are no windows and no doors in the 8- and 10-inch concrete walls. Because of the design of the old building, jackhammer's compression or paver brakes can't be used to cut the openings. The wall is reinforced with 3/8" rods. Can you suggest a heavy-duty saw with blades to cut through this concrete.

Antonio, Medina Rivera
Arecibo, Puerto Rico

ANSWER: The best way to cut an opening for doors and windows in an existing reinforced concrete wall is the following.

Drill holes into the wall at approximately 4-6 inches of center, using a 30-pound class Sinker equipped with 2-inch or 2 1/4-inch Timken bits in the end of the Sinker. The Sinker works on a gasoline-driven air compressor which has a capacity of 60 to 75 cubic feet per minute at 100 pound pressure.

After you have drilled the holes around the entire perimeter of the proposed opening, break out the concrete between the holes with Number 16 Latch Retainer, which has a narrow point chisel at the end.

(Continued on page 192)

SHOWPIECE!



The LOWELL

Providing the modern luxury of a built-in lavatory comes easy with the Lowell. This distinctive vitreous china flat-rim model is styled for it. The modern slant-back design is both functional and handsome, lending itself ideally to convenient, attractive twin installations. It blends perfectly, installs easily, with tile as shown above, or with "plastic-covered" counter tops. Available in five Briggs Beautyware compatible colors or white, the Lowell is the "showpiece" of any modern bathroom!

by **BRIGGS BEAUTYWARE**
modern slant-back design for "built-in" luxury!

SPECIFICATIONS: • 22" length, 18" width • Model Number B-3500 HS • Deep 17" x 10½" bowl has maximum water capacity, twin concealed front overflows • T-8808-S fitting with aerator mounted • Jiffy Pop-up Drain with removable stopper • One-piece, leakproof, stainless steel molding (B-3085) available when required.

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Only LUFKIN
"RED END"
 FOLDING
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 OFFER
 ALL THESE
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You can tell by the "feel" — Lufkin "Red End" Rules are a quality product: Made from the finest of straight-grained hardwood with a snow white, easy-to-read finish; Bold black markings embedded in the wood and the entire rule coated with long-wearing clear plastic; Both edges of both sides graduated in inches to 16ths. Each joint is securely spring-locked with concealed type solid brass joints — rust-proof and smooth working. Models with folding end hook available. Graduations for carpenters, plumbers, brick masons and engineers.

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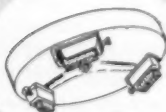
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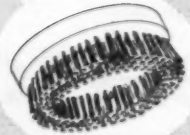
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 ARE DESIGNED
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 PRICES DO NOT
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**CONCRETE GRINDER
 \$42⁴⁰**



POLISHER—\$39⁸⁰



SCRUBBER—\$39³⁰

SEND INQUIRIES AND ORDERS TO
ELMO MFG. INC., Albion, Indiana

Ask the Experts . . .

(Continued from page 190)

Preparation for reshingling

QUESTION: We are planning to cover the 5" clapboards on an old church with 10" cedar clapboards. Can you recommend a thin, inexpensive material which is not too brittle that we could use between the two sidings so the shingles will not bend, break, or distort?

Perkins Builders
 Castile, N. Y.

ANSWER: There is no material cheaper than 1/8" hardboard that will fit your needs. You might look into the cost of 1/8" sheathing-grade plywood.

It is our opinion that you do not need a full sheet covering. We would recommend that you fill in the siding voids with lattice strips or 1"x2" furring; whichever would fit the spacing. You may apply felt water-proofing paper before or after the lathe.

**Where to obtain
 roof truss designs**

QUESTION: We wish to use 2x4 roof trusses on 14 houses we intend building. Where can we obtain drawings and measurements for a suitable roof truss?

Shields and Gale
 Coral Gables, Fla.

ANSWER: There are three types of trusses you can obtain drawings for:

1. Glued trusses:
 Small Homes Council
 Mumford House
 University of Illinois
 Urbana, Ill.
2. Nailed trusses:
 Prof. George Stern
 Virginia Poly. Institute
 Blacksburg, Va.
3. Split-ring trusses:
 Timber Engineering Co.
 176 West Adams
 Chicago, Ill.

Cleaning limestone

QUESTION: What do you recommend for cleaning old Indiana limestone?
J. S. Wise
 Yazoo City, Miss.

ANSWER: One of the easiest and surest methods is to sand blast the limestone.

(Continued on page 194)

this blade won't
BUCKLE!



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Disston-Carlson
BIG CHIEF, 10' only
\$3.25, 12'—\$3.50

The BIG CHIEF'S wide
3/4" white blade stays rigid
... makes extended overhead
and reach-in measurements easy!

And just look at all the other features
you get in **DISSTON-CARLSON BIG CHIEF**
Steel Tape Rules!

- Jet black numerals on a gleaming white surface for at-a-glance reading.
- Double graduations in feet and inches. Stud markings every 16".
- Patented easy action swing tip for accurate inside and butt-end measurements.
- Famous Disston 10-second blade change permits easy replacement.
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At better hardware and building supply dealers ... everywhere!

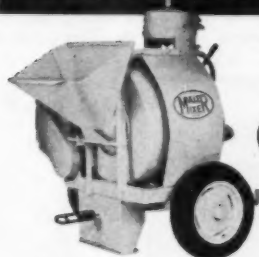
For free folders, write: Henry Disston Division, H. K. Porter Company, Inc., Philadelphia, Pa.

HKP

Henry DISSTON DIVISION

H. K. PORTER COMPANY, INC.

MULLER MACHINES
cut
Contractors' Costs

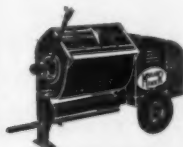


NEW 3 1/2 CU. FT. NON-TILTING CONCRETE MIXER—Drum 36" dia. x 27" wide. Discharge opening 14". B & S Air-Cooled Engine 4.5 Hp. at 2700 RPM.

Muller Machines lead in low prices and low operating and maintenance costs. These result from the use of the best materials and components, simplified design and efficient manufacturing methods, based on 50 years of specialized experience.

Ask for prices and name of local dealer.

MULLER MACHINERY COMPANY, INC.
Meluchen 4, N. J. Cable Address: MULMIX



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4 BLADED POWER TROWELS—24", 29", 34", 44" dia. B & S Air-Cooled Engines. Clutch and speed controls on handle.

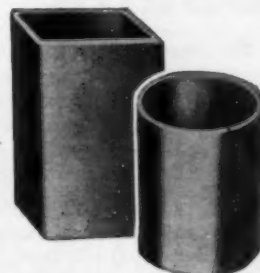
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Safe Chimney CONSTRUCTION



These recommendations for the use of Clay Flue Lining in chimneys, flues, and fireplaces are based on the findings of national fire underwriting groups. They give

you up-to-date information — complete with detailed drawings — on design, construction, spacing, connections, smoke-pipes, mortar, and wood-work placement around chimneys ... indispensable data for codemakers and construction men. Request your copy from CFLI today.



Clay Flue Lining is the only fireproofing material that's safe for all types of heating and fireplace fuels—gas, oil, logs, or coal. It's permanently corrosion-proof.

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Plants in Indiana, Michigan, New Jersey, Ohio and Pennsylvania, serving the eastern half of the United States.

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World's Most Respected Name in the Manufacture of Glass Shower Enclosures

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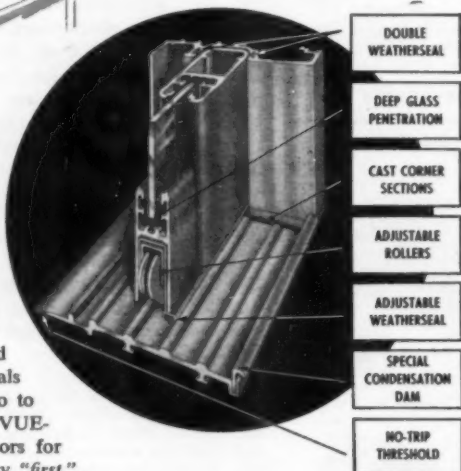
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WORLD'S LARGEST MANUFACTURER OF SHOWER ENCLOSURES

Ask the Experts . . .

(Continued from page 192)

Unusual breakfast bar seat

QUESTION: I am building a new home, and the customer wishes some type of "swing around and under" breakfast-bar seat. The base of same, to fasten to sides of unit, not on floor. Where may I buy such a unit or units?

Charles E. Lawrence
Auburn, N. Y.

ANSWER: Contact kitchen-cabinet manufacturers. This item may not be available as a standard item. In that event it may be necessary to go to your local kitchen-cabinet manufacturer and have it made to your specifications.

Data on trailer court

QUESTION: I am interested in building a modern trailer court. I have two acres of land to use. Please send me specifications you may have for the arrangement of a trailer court.

Leslie Aycock
Scooba, Mississippi

ANSWER: For full information on trailer courts, write to:

Trailer Coach Mfg. Assn.
20 North Wacker Drive
Chicago, Ill.

Mildew during rainy season

QUESTION: The floor in my house is a concrete slab, covered with asphalt tile. During the rainy season water collects on top of the floors, and the base boards around the outside walls mildew. What can I do to stop this problem?

Ralph E. Dolan
San Leandro, Cal.

ANSWER: Excavate around your foundation for a minimum of 2 feet and install a drain tile around the foundation and drain to dry well about 10 feet from the building.

Place a membrane around the foundation walls and backfill with gravel.

Got a problem you can't solve? Write and "ASK THE EXPERTS." In addition to American Builder's own staff, who will answer your queries, each of your questions will be answered by an expert in the field that applies to your problem. They are architects, engineers, builders, and representatives of industry.

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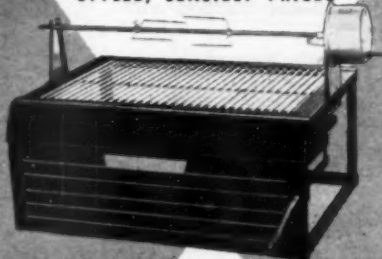
In every way, Rusco windows make your home easier to build—easier to sell. Write for free literature. The F. C. Russell Company, Department 7-AB-57, Cleveland 1, Ohio. In Canada: Toronto 13, Ontario.

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The window that brought a new look to building!

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BURR FIREPLACE ADJUSTAFIRE

A deluxe unit with stationary chromed steel grill and adjustable firebox... the preferred heat control for broiling or spit cookery. Designed for indoor or outdoor installation. Black or bronze hammertone enamel. (Spit optional.)

MODEL FP 516. NO INSTALLATION REQUIRED...JUST SLIDES INTO OPENING.

*ORIGINATORS OF BUILT-IN BARBECUES

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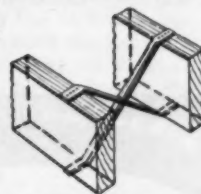
Eliminate need for notching sub-flooring or beams; joist can be mounted flush with floor beam. Made of heavy 14 gauge rust-resistant galvanized steel. Can accommodate nails or lag screws. Inexpensive.

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★ first with glass fibers

★ second to none because of them!

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Consider gypsum wallboards from any angle—fire resistance, structural strength, ease and economy of application, reputation and acceptance in the industry—and Bestwall gypsum wallboards rate the highest approval. Here is quality that helps architects meet minimum code requirements, that makes construction move smoothly and economically for builders, that means volume sales and steady profits for dealers.

The secret of Bestwall quality lies in the *core* of the boards. Strong, resilient, incombustible textile glass filaments of *Fiberglas** are blended there by an exclusive Bestwall process which gives the boards better nailing properties and greater resistance to cracks and breakage during shipment, handling, application and service.

Where building code requirements for extra fire resistance must be met, Firestop Bestwall Gypsum Wallboard is the answer. Its thermostabilized gypsum core—combining glass fibers with unexpanded vermiculite in a special compounding—provides up to 1-hour fire-rated drywall construction with 1-layer application.

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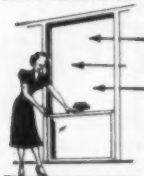
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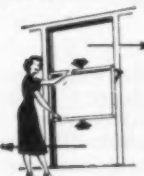
3-WAY VENTILATION



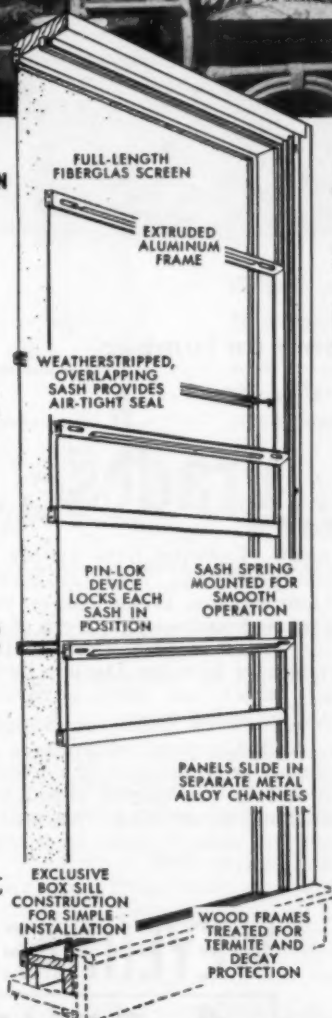
All panels at top — screened ventilation below head level.



All panels at bottom — draft is off floor and feet.



Panels all at center — creates "thermo-air" circulation.



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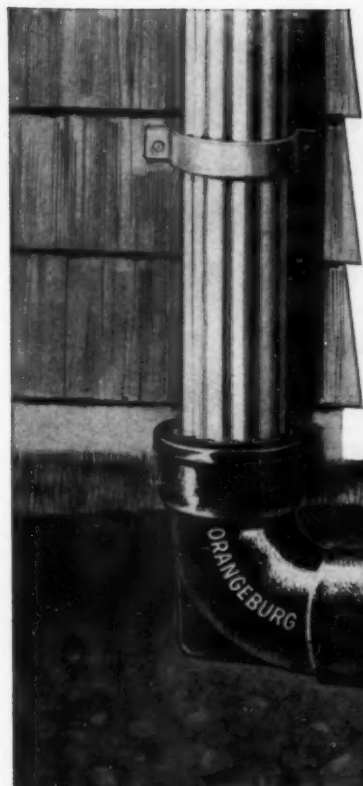


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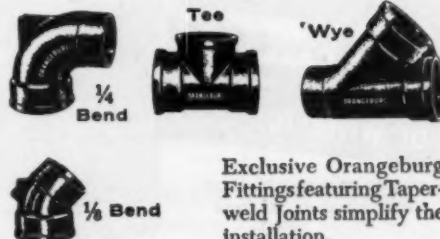
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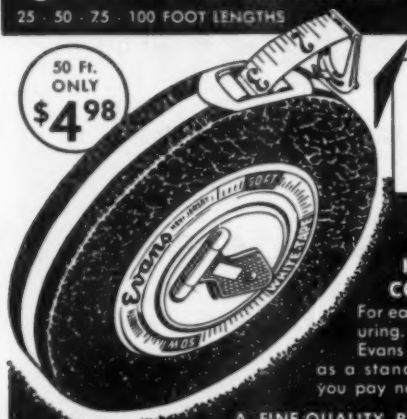
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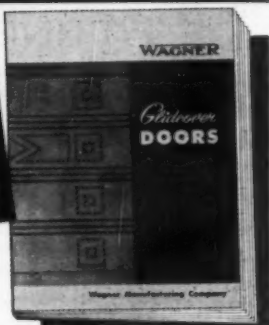
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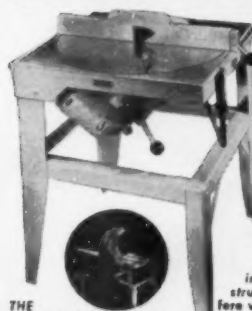
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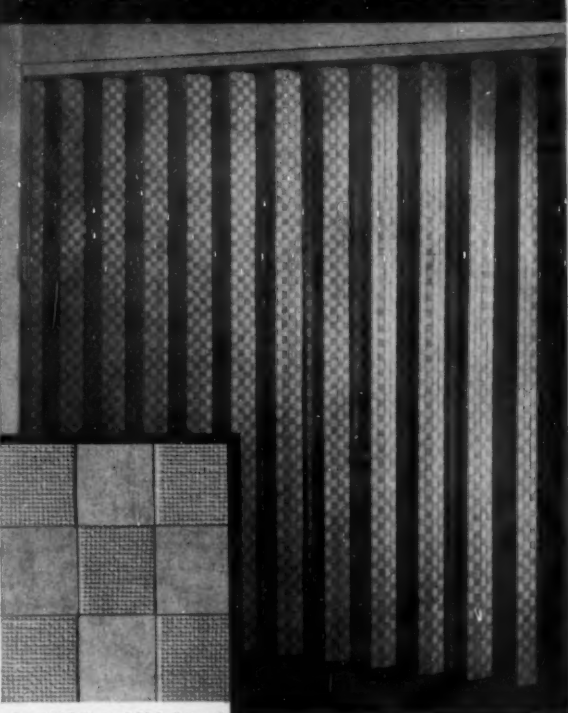
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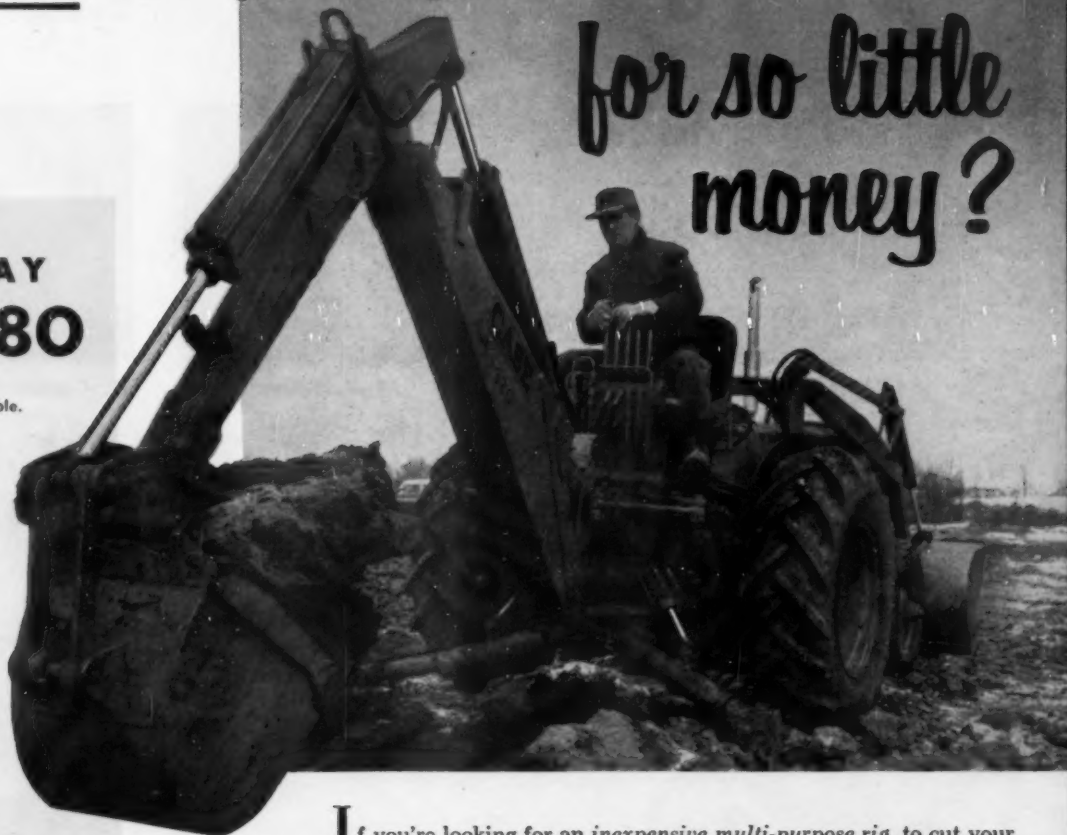
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E. B. Pinckney, Jr.



Clayton H. Powell

... together, they

A large billboard for the Windsor Forest development. The billboard has a dark background with white text. At the top, it says "Savannah's First Planned Community!" in a serif font. Below that, "Windsor Forest" is written in a large, ornate, gothic-style font. To the left of the main title, there is a list of features: "2700 HOME SITES", "6 CHURCH SITES", "4 SCHOOL SITES", and "3 COMMERCIAL SITES". To the right of the main title, it says "Georgia's Largest Residential Area" and "Development By DELTA LAND CORP.". Further to the right, another list of features is shown: "9 HOLE GOLF COURSE", "PAVED STREETS", "CONCRETE CURBS", "STORM DRAINAGE", and "SANITARY SEWERS". Below these lists, it says "BUILDERS PARTICIPATING IN DEVELOPMENT...". At the bottom of the billboard, there are two rows of names: "Cecil H. Mason", "Powell Const. Co.", "Berclet Homes", "Norris Pindar" in the first row, and "E. B. Pinckney, Jr.", "Hugh Armstrong Const. Co.", "John W. Ahern" in the second row. Below the billboard, there is a photograph of six men standing in a row in front of a building. The men are dressed in suits and ties. The building behind them has a sign that partially reads "N R A".

Savannah's First Planned Community!

Windsor Forest

- 2700 HOME SITES
- 6 CHURCH SITES
- 4 SCHOOL SITES
- 3 COMMERCIAL SITES

Georgia's Largest Residential Area

Development By
DELTA LAND CORP.

- 9 HOLE GOLF COURSE
- PAVED STREETS
- CONCRETE CURBS
- STORM DRAINAGE
- SANITARY SEWERS

BUILDERS PARTICIPATING IN DEVELOPMENT...

Cecil H. Mason Powell Const. Co. Berclet Homes Norris Pindar
E. B. Pinckney, Jr. Hugh Armstrong Const. Co. John W. Ahern

TOGETHER, they form Delta. One builder was not available when these pictures were made.



Cecil Mason



Hugh Armstrong



Norris Pindar



John W. Ahern

cooperate as land developers

Today's builder already has more headaches than he can handle. Why in the world should he want to add land developing to his troubles?

In the case of the builders pictured above, the reason is foresight. They looked at the present land supply in their home town, Savannah, and they compared it to the rate of building they expected over the next decade. They considered present land prices and the heights to which these prices might climb. They pictured what a short land supply and high prices would do to them as builders. Then they added the extra headache.

They turned two-faced

In forming the Delta Land Corp., they deliberately became two-faced. Individually, they're still builders and in competition with each other. They got together just as land developers, and only because it looked like good long-term insurance.

In a sense, of course, any builder who keeps three or four lots ahead is a land developer. By the same token, the really big builder, who could eat up Windsor Forest in less than a year, has to be a land developer, too, to support his mass production of houses. The little guy hasn't much capital tied up in land, and few problems of roads, sewers, and the like, but his land is expensive, and price rises hit him quickly. The big guy gets his land in big hunks and hence cheap, but he has to run a big operation, and he burns up lots so fast that increased land costs will hurt him quickly too.

The men who formed Savannah's Delta Land Corp. have tried, with apparent success, to take the cream off both bottles. By buying 1,000 acres at one gulp, they were able to get raw land at the happy price of \$500 an acre. At their present building rates, this is more than enough for all seven participating builders for the next eight or nine years. Besides that, they are stockholders in a

corporation that eventually should show a very pleasant profit.

The word "eventually" is significant here, and it points up the fact that the owners of Delta are still primarily builders. They are not going to make a fast buck out of Windsor Forest. They will not be unhappy, of course, if the corporation eventually pays dividends, but if it does no more than break even they will still be ahead of the game. Unlike the regular land developer, whose interest ceases when the lot is sold, these men see the land simply as another raw material for their houses. As some builders stock lumber ahead when the price is favorable, so these builders have bought land ahead and assured themselves of constant prices for several years to come.

There are two other major advantages in having so much land to work with. Earth moving, road building and utility installations can be done on a mass basis, hence at lower cost; and the participating builders have a tremendous "inventory" of lots to show potential customers.

Credit: a big factor

The way in which Delta's owners were able to purchase the land that is now Windsor Forest is one of the keys to the success of the venture. The price for the 1,000 acres was \$500,000. The original owner took cash for the first 100 acres, and a mortgage on the rest. Each year Delta pays off another piece of the mortgage, and in return another section of the tract is quitclaimed to them. Thus the corporation has assured itself of a constant land supply at a constant price over the next eight to ten years for a relatively low capital investment. And should there be some sort of general market recession there is comparatively little cash tied up in land.

From the point of view of the original land

LAND PLANNING continued

owner, the transaction is equally advantageous. He is being paid cash for the land that is used, and interest on the rest. Should he have to repossess, the land he takes back is now situated next to an attractive community, and its value will be proportionately increased.

Approximately \$400,000 was needed to get Delta under way. The participating builders bought \$100,000 worth of stock, and in addition they purchased "accelerated" sales contracts for 120 lots which brought in another \$200,000. The combined credit of the builder-owners would have enabled them to borrow another \$125,000, but as the development was opened and land began to sell to both participants and outside builders, enough cash came in so that only about \$70,000 of this credit was needed.

Besides the outlay for the first section of land, the capital went into engineering expenses (\$15,000), clearing, paving, curbs and gutters for the first section of lots (\$190,000), intermediate sewer mains (\$90,000), and a community swimming pool (\$40,000).

The city helps too

It will be observed that there is nothing noted in this list for water and sewage plants, and herein lies a fortunate circumstance. The City of Savannah runs these utilities as self-supporting businesses.



Buyers get more than houses:

Although Windsor Forest is outside of the present city limits, those limits will eventually stretch to the new community. The city has built \$200,000 worth of water and sewer plants, and will add to these as the need arises. For its part, Delta has posted a bond guaranteeing that the city will be getting the income equivalent to that from at least 200 houses within 12 months after the utilities have been completed. Thus when the city absorbs Windsor Forest, they will be taking over a complete, operating community. City Manager Frank Jakocks says that he would be happy if all the new communities in the area could be handled the same way.

Delta wants no land speculation, even on the part of its owners. Builder-members may own only five lots ahead of construction (the original accelerated sales were an exception) and if a sale isn't completed within a specified time after the sales contract is signed, the contract is voided and the down payment defaulted.

No participating builder may sell one of his lots to an outsider without the corporation's permission. However, Delta does maintain a steady income by selling lots to both outside builders and private own-

ers. At the moment, this accounts for about 20 per cent of the lots sold. As the development grows, so should this percentage, to the point where the corporation owners feel that it should be slowed, and more lots held for themselves.

Do the participating builders benefit from the corporation on a day-to-day basis as well as over the long haul? As an example, consider a 60-house-a-year builder (the biggest builder in Delta is little bigger than this). Normally, he would have to keep between 60 and 120 lots ahead, an investment of between \$120,000 and \$240,000. As a Delta builder he holds perhaps \$20,000 worth of stock which may pay handsomely some day, and once his "accelerated" land purchases have been used up, he has only five lots ahead—an investment of, say, \$15,000. It doesn't take a banker to appreciate that the difference between \$35,000 and \$120,000 represents a lot of working capital.

How about the buyer?

Obviously, then, the participating builders benefit from the corporation. But how about the ultimate buyer? Does any of the gravy trickle down to him?



◀ **ORIGINAL LAYOUT** of the master plan for Windsor Forest was done by Eugene Martini of Atlanta, Ga. Thomas and Hutton of Savannah took over from there.

DEMOUNTABLE SEWAGE PLANT was designed for the city by Thomas and Hutton. Built of steel culvert sections, it can be taken down and moved.

NEW SWIMMING POOL was completed for this season at a cost of \$40,000, is one reason why Windsor Forest will not be a "get rich quick" scheme for its parent corporation.



they get a planned community

It does indeed. First of all, he pays a reasonable price for the land under his house, and five years from now this cost will still be reasonable. Second, and most important, he's moving into a carefully planned and controlled community which has been laid out not for the three or four hundred houses a year that are being built, but for the 2,700 families that will eventually live there. Schools, shopping centers and recreation areas are planned or already up. Trees have been left standing. And by a gentlemen's agreement among Delta's owners, there will be no "cookie cutter" building, an agreement that is easy to keep, since with dozen's of lots ready and waiting no one builder need work in just one area.

A mobile sewage plant

The sewage treatment plant now operating in Windsor Forest is worth mentioning. It is a demountable plant designed to serve the first 355 houses. Its cost was \$50,000; and for another \$25,000, it can be knocked down and set up in another location. By the time the next section of homes is started, a plant to serve the whole development will

be in operation; meantime, for a cost of \$25,000 the city has been able to wait and assure itself of the growth of the new development before putting in the enormously expensive final plant and mains. Looking at it as insurance, the city is getting a bargain.



ARTESIAN WELL WATER is supplied from this station. As community grows, other wells will be added where necessary. Also, a standpipe will be built as a water reserve.



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34 hp 4. WORK BULL MODEL 202

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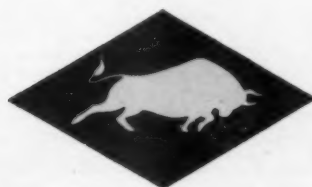
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Racine, Wisconsin



Cabot's DOUBLE-WHITE®

*a brilliant, non-gloss white paint
for all exterior wood and masonry*

- hides most surfaces with one coat
- not discolored by fumes or gases
- self-cleaning — makes repainting easy
- leaves no brush marks
- gives a soft, velvety non-gloss finish
- made by patented Collopaking Process
- combined penetration — oil and pigment stay together
- non-toxic — contains no lead
- easy to apply — brushes easily

A quality product from Cabot Laboratories
...manufacturing chemists since 1877

Samuel Cabot

Write for your copy of
"The White Book"

SAMUEL CABOT INC.
524 Oliver Building, Boston 9, Mass.
Please send copy of "The White Book"

LIVING ELECTRICALLY: DORNÉS HOUSE

(Continued from page 89)

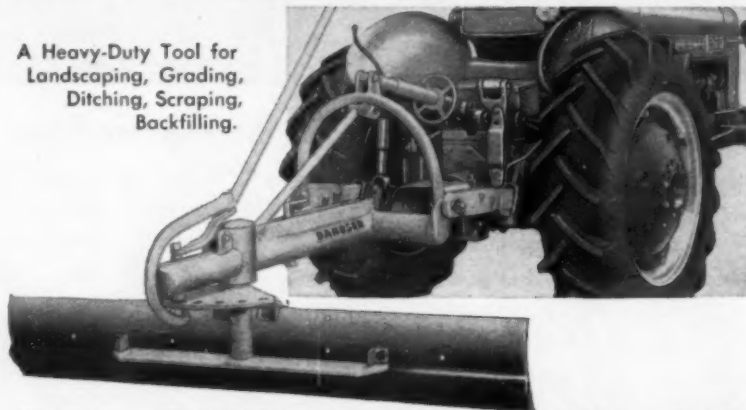
PRODUCT LIST

Custom 400 hi-fidelity system, Stromberg-Carlson
Luxtrol light controls, Superior Electric Co.
Master Panel, Touch Plate remote control lighting, Touch Plate Co.
Lectrolines, continuous outlet strip, Lectrolines, Inc.
Vacu-Flo built-in vacuum cleaner system, H-P Products, Inc.
Sun-Lite-Aire Purifying Lamp, Sampson Chemical and Pigment Corp.
Ceiling Heataires—auxiliary bath heating 1,250 watt, Markel Electric Prod., Inc.
Hydrogard—thermostatic water control, Powers Regulator Co.
Dictograph Electric Fire Detection and Alarm System, Fire Detection, Inc.
Basement slab membrane waterproofing, Sisalite, American Sisalkraft Corp.
White Colorgard brick, National Brick Division, United States Plywood Corp.
Brick cavity-wall insulation, Styrofoam, Dow Chemical Co.
¾" Plywood subflooring. Mineral-core birch Stay-Strate Doors, birch plywood, Texture 1-11 fir paneling, United States Plywood Corp.
3" Temlok roof decking, Armstrong Cork Co.
Fiberglas roll roofing and reflective insulation, Owens-Corning Fiberglas Corp.
Polished Plate Glass, Pittsburgh Plate Glass Co.

All cooper plumbing system, Revere Copper and Brass Corp.
6-Volt remote-control lighting system, Touch Plate Co.
Indoor fluorescent and outdoor lighting fixtures, Moe Light.
Oil-fired warm-air furnace, 140,000 BTU and 3-ton air-conditioning system, Westinghouse Corp.
Complete built-in electric kitchen including garbage disposer unit, wall refrigerator and freezer, deluxe oven, range, dishwasher, small appliance center, Westinghouse Corp.
Built-in laundromat and dryer, Westinghouse Corp.
Bathroom fixtures, Crane Co.
Quarry Tile Flooring and Ceramic Tile in baths and kitchen through Tile Council of America.
Kitchen cabinet hardware and interior appointments, Washington Line, Washington Steel Products, Inc.
Water System—¾ H.P. Jet Pump, F. E. Myers & Bros.
Acrylic emulsion used in flooring grout from Rohm & Hass Co., Philadelphia, Pa.
Black grout for kitchen tile, Upco Co., Cleveland, Ohio.
All tile adhesive—3M Brand, Minnesota Mining and Manufacturing Co.
Skydomes—Wasco Products, Inc.
Dropped plastic ceiling in baths, Luminous Ceilings.
Kerosene swimming pool, United States Pool Corp.
Accordafold folding walls, American Bamboo Corp.

Low-Cost Blade Makes Your Light Tractor an Efficient Earth Mover!

A Heavy-Duty Tool for
Landscaping, Grading,
Ditching, Scraping,
Backfilling.



One man can operate the DANUSER BLADE by himself and make adjustments without leaving the tractor seat. Blade uses the tractor three-point suspension principle, with adapter kits available for older models. It is raised and lowered by the tractor's hydraulic system, and turns all the way around so you can push with it.

Rugged construction throughout. Built of reinforced welded structural steel and heavy tubular members. Abrasion-resistant moldboard

with replaceable, standard grader cutting edge. Moldboard mounting is supported on two oversize tapered bearings to maintain stability. It shifts 8 inches right or left of center for cutting beyond tractor wheel line.

Danuser built the original rear-mounted blade, and is still producing the finest tool of its kind on the market. Thousands are in daily use throughout the world. Tested and approved by tractor manufacturers.

"Quality Since 1910"

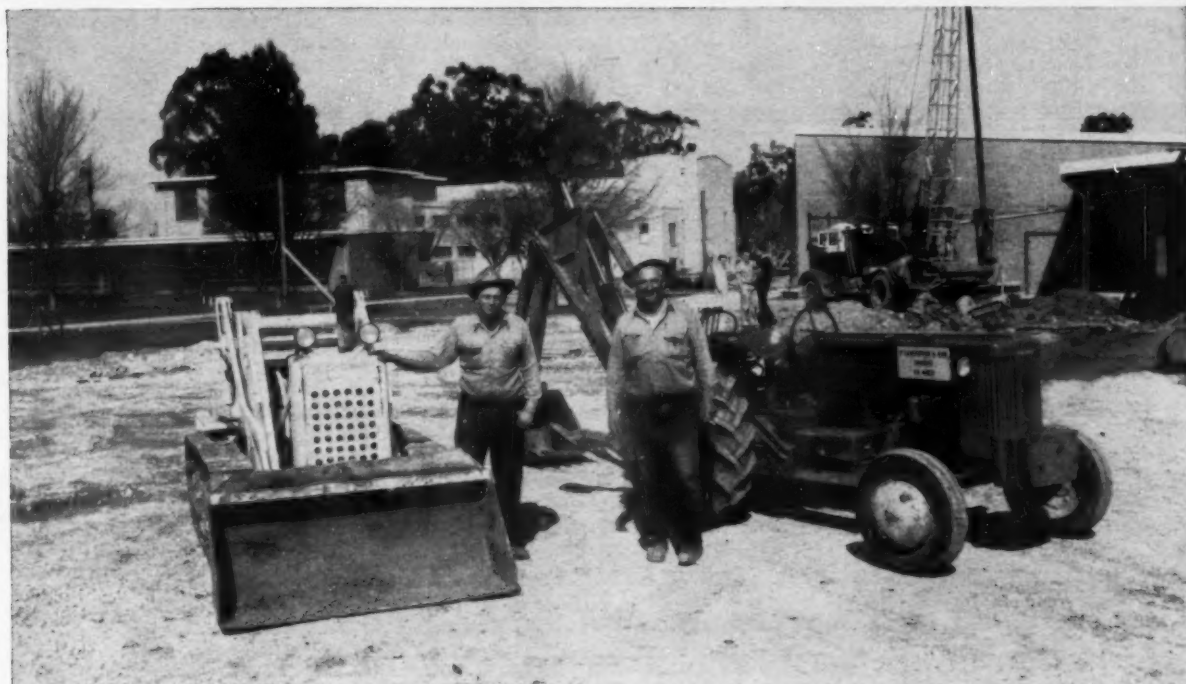
DANUSER MACHINE CO.

534-40 East 3rd Street

Fulton, Missouri

If you will give us the model of your tractor, we will be glad to furnish complete descriptive material.

"We Have All the Work We Can Take Care of."....



F. T. Anderson and Son with Two of Their JOHN DEERE TRACTOR Work Units

THESE are money-making days for folks who want to be their own boss and who are properly equipped to handle general contracting work.

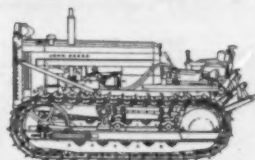
Take the F. T. Anderson and Son team of Sonoma, California, for instance. In the spring of 1955, Mr. Floyd Anderson started in the small contracting business by trading his farm machinery in on some John Deere "40" Tractors and allied working equipment. He and his son soon found that they had so much business they needed more equipment, and within a period of 8 months they had four John Deere units working in Sonoma, Napa, Marin, and Solano counties.

Mr. Anderson states: "We have all the work we can take care of. Our John Deeres are sure good tractors. They are reliable, economical to operate, and give us nothing but successful operating time. We dig everything . . . move anything. These tractors help us do the job better than any other make we could test, and better than others that we see on the job. Yes, sir, we sure are satisfied with our four John Deere units."

Take a tip from the Andersons—enjoy the fuller profits that can be yours with dependable, economical John Deere-powered equipment. Talk with your nearest John Deere industrial dealer. Look for his name in your phone book classified section.

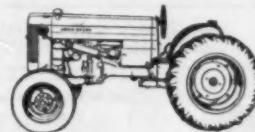
John Deere Crawler


30 h.p. high torque engine.
Highly maneuverable.
Choice of track shoes.



John Deere Utility

30 h.p. wheel-type.
Direction Reverser optional for both tractors.





JOHN DEERE
Industrial
Tractors and Equipment

Backed by nearly
40 years of tractor
manufacture for
dependable service
and quality.

Send for FREE LITERATURE

JOHN DEERE • Industrial Division
Moline, Ill. • Dept. D33J

Please send me your latest literature on
the John Deere Tractors and Equipment.

Name

Title

Firm

Address

City State

Manufacturers news . . .

As the building industry grows so do the firms connected with it: General Concrete Products, Inc., opened warehouse facilities at 20345 Walnut Drive, Walnut, Cal. The location is scheduled to be the site of a new plant. . . . Curtis Woodwork advertising, stressing door and window variety, is appearing in national magazines. . . . Air Master Corp. moved its Baltimore office to 1202 S. Caton Ave. . . . Hercules Flooring Co. an-



Ferguson



Hollerbach

nounced the opening of a Pittsburgh and Detroit office.

The appointment of **Gates Ferguson** as vice-president in charge of advertising, sales promotion and public relations for the building

products bureau of the new Dupont Plaza Center was announced. . . .

L. C. Hollerbach was elected president of the Metal Lath Mfrs. Assn.

. . . **Dr. Burton D. Belitchman** joined the staff of the Building Technology Div. of the National Bureau of Standards. Steel Kitchen Cabinet Mfrs. Assn. will hold its annual meeting at the Greenbrier, White Sulphur Springs, W. Va., June 14-16.

Sun Valley Industries appointed **Ed Davison** manager of its newly established Pacific Northwest branch in Seattle, Wash. . . . In-Sink-Erator Mfg. Co. announced the appointment of **Paul Hull** to the sales staff of its Los Angeles area. At the same time the appointments of several district sales managers were announced: **James McCormick** for North Texas and Oklahoma; **Otto Seeglitx** for San Diego and the Imperial Valley, Cal.; **William Gilman** for South Texas, Louisiana and Mississippi. . . . **William H. Zegers** was appointed vice president in charge of marketing for Zegers, Inc. . . . **Thomas L. Kalahar** was



Caton



Clark

named national sales manager of the Season-All Sales Corp. . . .

John B. Caton was appointed general sales manager for Rilco Laminated Products, Inc., . . . Appointment of **H. H. Clark** as purchasing agent for Stylecraft Homes, Inc. was announced. . . . Empire Millwork Corp. announced the election of **Roy Alpert** as a vice president and director and **Irving C. Alpert** and **Edward Alpert** as vice presidents. . . . **John B. Coman** and **Robert E. Herman** each have been elected as assistant secretary of Tishman Realty & Construction Co.

Five scholarships to encourage students majoring in business and economics at the San Fernando Valley campus of Los Angeles State College were established by Aldon Construction Co., building and development firm.

Join the profit parade with

modern SWIMMING POOL SUPPLIES

With more than 500 million dollars scheduled for new pool construction and supplies this year, you'll profit by opening a pool department.

Modern filter systems, pool drains and fittings, ladders, vacuums, diving boards—over 100 pool products—are designed by our engineers, built by **Modern** craftsmen and backed by the 22 year reputation of

one of the largest, most dependable manufacturers in the pool field. Thousands of new pools will be built in 1957 . . . millions of dollars will be spent for new equipment. Everything needed to build and maintain any size pool—including chemicals and pool paint as well as equipment, is available from a single reliable manufacturing source. Let **Modern** help you cash in on the booming pool business.

modern GIVES YOU SO MUCH **more...**

SEND TODAY FOR OUR COMPLETE  CATALOG AND DATA BOOK NO. 21E

modern SWIMMING POOL CO., INC. • ONE HOLLAND AVE., WHITE PLAINS, N. Y.



FREE!

literature describing and illustrating latest developments in perimeter heating. Includes information on how to save up to 50% in time and material by using International FIBRE DUCTING in basementless concrete slab homes. **Mail This Coupon Today!**

Rush by return mail latest developments in perimeter heating.

NAME _____

FIRM _____

ADDRESS _____

Agents and
Distributors
Wanted . . .
Write Today

International

FIBRE DUCT DIVISION
3800 Park Ave., St. Louis 10, Mo.

CUT PERFECT OUTLET HOLES in dry wall . . .

Everytime with the
QUIC-KUTTER

Now
only
\$19.95



• Eliminates repairs • Saves time • Always a perfect job

The Quic-kutter guarantees you flawless die-cut outlet holes in gypsum wallboard every time—without damage to the internal structure or the paper facing of the wallboard.

It eliminates patching completely—saves you time and trouble! Available in 2" x 3", 2" x 4", and 4" round



HARTMEISTER MFG., INC.

2020 W. Barbary Place • Denver 4, Colo.

*This or...
THIS?*



*There are only
Two Ways*



**...and the NEW DAVIS 210 BACK-HOE is the
ONLY MACHINE in the World—
that can do this job!**

When it comes to digging a footing or any other trench for service lines, waterproofing, etc., right alongside another building, you have only two choices—either expensive hand digging or fast, economical flush digging by a new Davis 210 Back-hoe. The new Davis 210 can be mounted at either end of the frame—as well as at the center so you can dig flush with walls, fences, etc. Its 200° swing lets you dump far enough from the trench that removal of the excess pile with the Davis Loader, America's quality loader, is easy.

It's all made possible by the exclusive rotary hydraulic boom swing cylinder along with the other features which make Davis the world's largest selling back-hoe—features like the 7000 pounds of breakaway for digging in asphalt or frozen ground, independently controlled hydraulic stabilizers, five minute detachability, and revolving seat which lets the operator always watch his work. Of course with the Davis Loader you have an unbeatable combination...all for far less than you would expect to pay in comparison to other makes.



FOR MORE PROFIT

Davis Loaders and Back-hoes are available for all popular makes of tractors, and sold and serviced everywhere in the U. S. A. and Canada by better dealers. For the name of your nearest dealer call Western Union by number and ask for Operator 25...or write...



MID-WESTERN INDUSTRIES, INC.
1009 SOUTH WEST STREET DEPT. AB WICHITA 15, KANSAS



Like these Builders

Saves "babying" on the job

One SKIL Saw cuts enough rafters for $3\frac{1}{2}$ houses a day on the Friendly Hills project near St. Paul. To get this kind of production requires a saw that "puts you in back of the operation—pushing into the material," the operators explain. Gang cuts of $3\frac{3}{4}$ " plywood is routine for them! "And there's no need to 'baby' a SKIL Saw either," these production-wise craftsmen state.

Made only by SKIL Corporation, Chicago 90, Illinois. Factory branches in all leading cities.



Saves a year's maintenance costs

"I use SKIL Saws exclusively," says Mr. Edward Liepens, partner, Ozols & Liepens, Indianapolis. "We can build our houses faster with SKIL Saws and their rear handle push. Other makes have been tried, but they always feel out of balance. And I want to see where I'm going. On top of that—I built 100 houses last year with four SKIL Saws—and had no maintenance costs all year."



Saves 6 times production costs

"I would hate to think of doing the job of hanging 500 solid birch flush doors without the SKIL Model 100 plane," states E. C. Conrad, superintendent of the V & M Construction Company, St. Louis. "Several planes were demonstrated to us when we were in the market, but we chose the SKIL and happy that we did it. It has increased our production at least six times."



Pays for itself

Noel Shafer of Frank Messer & Sons, Inc., Cincinnati, says this: "I have tried them all, but a SKIL Saw is lighter, better balanced and has plenty of power. We use them 8 hours a day, 6 days a week through rough material filled with concrete, nails and dirt. Each SKIL Saw we get pays for itself within a couple of weeks of continuous hard use. It's the best saw on the market."



YOU, TOO, CAN SAVE

SKIL 7 1/4" Model 77 Saw saves on every job—saves time, money, maintenance. The standard in general construction for all-around use. No matter what you have to cut, plane, sand or rout, there's a SKIL tool that can do the job faster, better, cheaper. Let your SKIL distributor show you why. Let him show you the speed, power and handling of all SKIL Saws. Or use the coupon for more information.

you can SAVE with SKIL Tools

Send for FREE booklet
on power tools.

SKIL
PORTABLE TOOLS



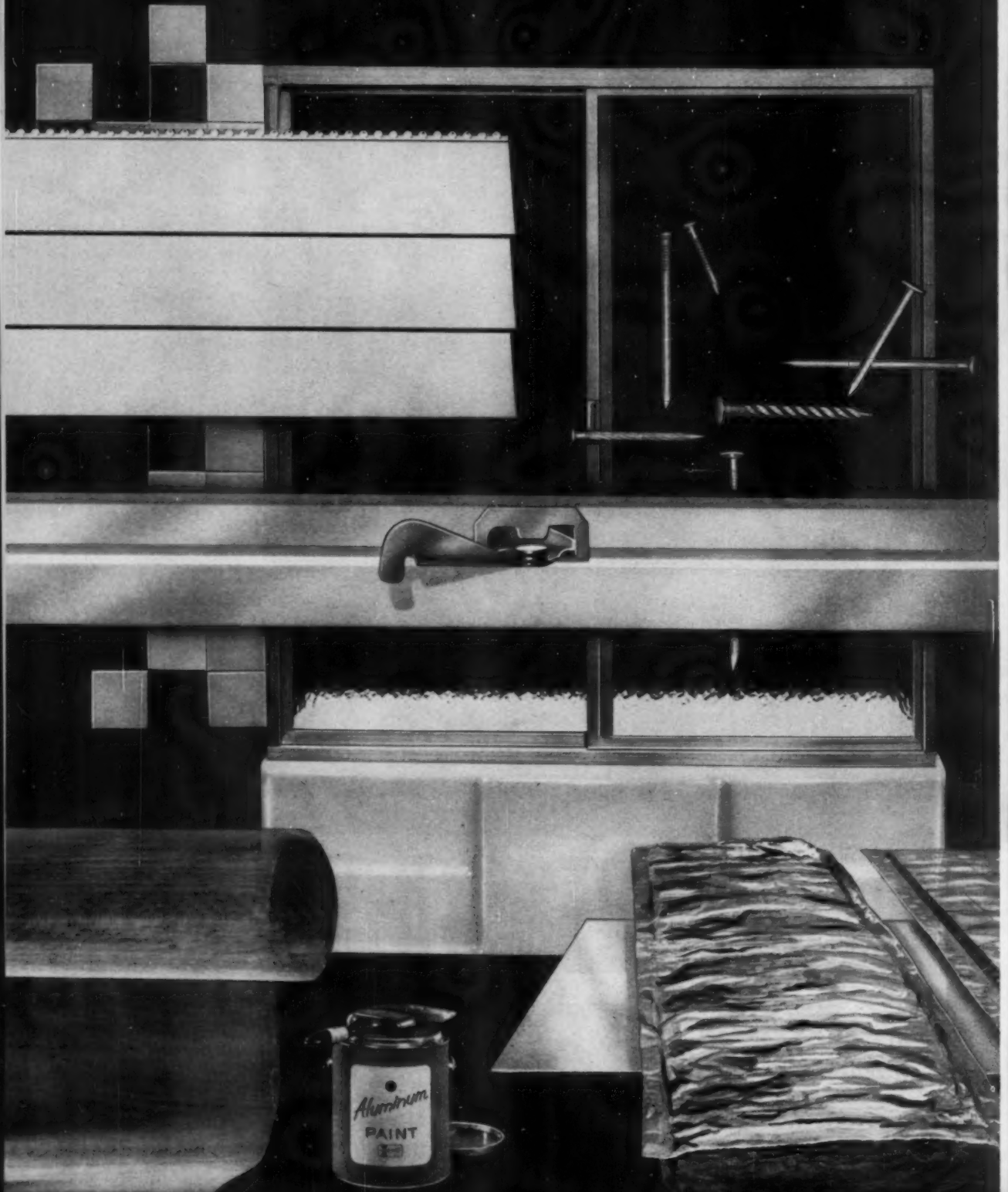
SKIL Corporation, Dept. AB-57
5033 Elston Avenue
Chicago 30, Illinois

In Canada:
3601 Dundas Street West
Toronto 9, Ontario

____ Please send me FREE booklet on SKIL power tools
____ Please send me name of nearest distributor

Name _____ Title _____
Company _____
Street _____
City _____ Zone _____ State _____

Alcoa announces *Cake-free*



selling for you



right now, Alcoa is whetting the appetites of 40,000,000 people... making them want more aluminum in the new homes they'll be buying; windows, screening, hardware, siding, insulation.

Alcoa is putting more than a million dollars behind this drive... television, national magazines, publicity... every possible means of selling the idea of homes made Care-free by aluminum. And this Care-free tag is the clincher for you.

Leading producers of aluminum building products use this Alcoa tag to tie into Alcoa's national Care-free promotion. Any home you build can be Care-free. All you have to do is use these heavily promoted Care-free aluminum products—and display the tags prominently. Aluminum Company of America, 1965-E Alcoa Building, Pittsburgh 19, Pa.

HOW ALUMINUM MAKES HOMES *Care-free*

Aluminum building products are plentiful now. There are high-quality windows, screens, siding, paint, insulation, hardware, nails, wall tile, shower enclosures, flashing, awnings, combination storm windows, that compete favorably with those made of other materials. And look at the bonus you get with aluminum. Nothing to swell, rot or warp. Freedom from chipping, peeling or blistering. No red-rusting. Care-free building for you... Care-free living for your customers.



Your Guide to the Best in Aluminum Value

Convention Calendar . . .

May 3: Ohio Home Builders, 57 East Gay St., Columbus 15, Ohio. One-day school in association management, leadership, for OHBA's 30 local association; Deshler Hilton Hotel. Paul B. Frank, chairman.

May 6-11: Home Builders of Rhode Island, 433 Westminster St., Providence 3, R. I. Better Living Exposition; OHI exhibition; R. I. Auditorium. Rose Dagata, chairman.

June 13-15: Home Builders of Corpus Christi, P. O. Box 7098, Corpus Christi, Tex. Region XI NAHB convention and trade show. A. J. McCall, chairman.

The following associations are featuring spring home shows.

* Indicates Parade of Homes.

April 28-May 2: Arkansas Home Builders, Suite C, 206A, Louisiana, Little Rock, Ark.

Exclusive Features in VENTO WINDOWS

(STEEL AND ALUMINUM)

Below are shown a few typical Vento installations . . . the right window for every type of building.



The Vento Champion Steel Basement Window is the best window made and for these reasons: 14 gauge formed steel sections; 3 position ventilation; positive action cam lock gives greater tolerance;

high sill section prevents leakage; integral fins for easy installation in any type of construction; design of formed sections allows unit to stand by itself, saving installation time. It's really a Champion!

VENTO Steel Casement Windows

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if

necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators.

VENTO Aluminum Awning Windows

Direct gear operated, worm and pinion type; heavy duty construction with angle handle that conforms to all stool depths, minimum turns to open window fully. Weather tight . . . Vento alone keeps

metal to metal contact plus metal to weatherstrip. Effortless operation . . . nylon roller blocks at all friction points permit finger tip operation.

VENTO Industrial and Commercial Steel Windows

Vento Pivoted, Projected and Architectural Windows are suitable for every type of commercial and industrial building,

especially where abundant daylight and fresh air are desired. Offered in a broad new range of types and sizes.

VENTO Steel Products CO., INC. 247 COLORADO STREET BUFFALO 15, N. Y.	Please send further information on Vento Windows as checked.	
	<input type="checkbox"/> AWNING TYPE ALUMINUM	<input type="checkbox"/> STEEL BASEMENT
	<input type="checkbox"/> PIVOTED, PROJECTED, ARCH'T'L	<input type="checkbox"/> FORMED STEEL LINTELS
	<input type="checkbox"/> STEEL CASEMENT	<input type="checkbox"/> UTILITY
ARE YOU A	<input type="checkbox"/> BUILDER	<input type="checkbox"/> DEALER
	<input type="checkbox"/> ARCHITECT	
STREET.....		
CITY AND STATE.....		
NAME.....		

May 1-4: Home Builders of Greater Johnstown, 530 Cypress Ave., Johnstown, Pa.

May 4-12: First District Agricultural Assn., c/o Associated Home Builders of Greater Eastbay, Hotel Claremont, Berkeley 5, Cal.

May 8-12: Waco Assn., of Home Builders, P. O. Box 382, Waco, Tex.

May 10-12: Home Builders of Lancaster, 1460 E. Chestnut St., Lancaster, Ohio.

May 11-19: * Houston Home Builders, 2710 W. Alabama, Houston, Tex.

May 12-19: * Marion County Residential Builders, 143 E. Ohio St., Indianapolis, Ind.

May 12-19: * Springfield Assn. of Home Builders, 847 Boonville, Springfield, Ohio.

May 14-18: Home Builders of Chattanooga, 2415 McCallie Ave., Chattanooga, Tenn.

May 15-19: Orange County Builders Assn., 941 Santiago, Santa Ana, Cal.

May 18-26: Home Builders of Greater New Orleans, 1639 Gentilly Blvd., New Orleans, La.

May 19: * Madison Builders Assn., 206 E. Main, Madison 3, Wis.

May 23-26: Home Builders of Ashland County, Ashland, Ohio.

May 27-June 2: Utah Home Builders, 345 South State St., Salt Lake City, Utah.

May 30-June 9: * Home Builders of Fort Wayne, 1306 Northlawn Drive, Fort Wayne, Ind.

June 6-9: * Rock County Builders Assn., 103 W. Milwaukee St., Janesville, Wis.

June 12-16: Home Builders of Muskingum County, P. O. Box 86, Zanesville, Ohio.

June 23-30: * Colorado Springs Home Builders, 620 North Tejon, Colorado Springs, Colo.

A reflection of good taste



HALL-MACK®

concealed
vanity shelf

New in concept and design

Here is *new* beauty to delight the eye — Hall-Mack's Concealed Vanity Shelf. Blends easily with any bathroom decor — with any style or color. Dramatic in concept and clean in design, this handy unit provides ample space to keep bathroom necessities out of sight, yet within easy reach. Holds electric or blade razor,

soap, tumbler, toothbrushes, medicines or toiletries — and has an electric outlet for shaver or other use. It's decorative — as well as convenient, with sliding mirror panels in a chrome frame. In any home — this new Concealed Vanity Shelf will be *practically* beautiful... a reflection of good taste.



Sold by leading plumbing, tile
and hardware dealers everywhere

**HALL-MACK
COMPANY**

DIVISION OF TEXTRON, INC.

1380 W. Washington
Blvd., Los Angeles 7,
California

Easy to install — the recessed Concealed Vanity Shelf can be placed in any of several locations for your greater convenience. It is ideally located at the lavatory — between the top of the basin and the bottom of the mirror.

☐ Please send your FREE color booklet of new bathroom ideas.

AS-3

name _____

address _____

city _____

zone _____

state _____



AS ADVERTISED TO
12 MILLION READERS
IN

★ ★ ★ SHOW-HOUSE ★ ★ ★

Bermico advertising in *Saturday Evening Post* and *Better Homes & Gardens* pre-sells your customers —helps build Bermico into a real profit-maker for you!

BERMICO®

For house-to-sewer and
house-to-septic tank
connections.

THE FAST-HANDLING, MONEY-MAKING PIPE FOR BETTER PROFITS!

- It lays easily and fast
- Requires no cement or compounds
- Gives water-tight joints
- Will not rust or shatter
- Comes in convenient 8-foot lengths — and in all diameters from 2" to 6"
- Has the only complete line of fittings made of the same material as the pipe

Bermico Sewer Pipe and **Bermiseptic®** Perforated Pipe for septic tank disposal beds are made from tough cellulose fibre, impregnated with pitch. They're root-proof, corrosion-proof, unaffected by boiling water or temperature changes, strong, light weight, and exceed Federal specification SS-P-356.

SEND FOR FREE SALES AIDS: Sewer Pipe Catalog. Septic Tank Installation Booklets. Dealer Tacker Signs. Envelope Enclosures With Your Imprint. Address Dept. BH-5, our Boston Office.



BROWN COMPANY

Berlin, New Hampshire

General Sales Office: 150 Causeway St., Boston 14, Mass.



NEW!

Hush-clip partition system rates sound transmission loss of 56.4 decibels

Now you can design for minimum transmission of sound from room to room, and do it at a reasonable cost—thanks to Penmetal's new HUSH-CLIP partition system.

Utilizing steel studs, track and gypsum plaster over metal lath, the system features a unique clip used in conjunction with a 1/4" pencil rod. Because direct wall-to-stud contact is made only at point of clip, the area over which sound is transmitted is greatly reduced.

The sound loss rating of this combination is unequalled. Tested by a well-known independent research laboratory, the Penmetal HUSH-CLIP system recorded an average sound transmission loss of 56.4 decibels. (Complete test data furnished on request.)

That isn't all. This new system offers the bonus advantage of resistance to plaster cracking. And, since all parts of the system are designed to fit together, the partition is easy and economical to erect.

No other partition system offers so many benefits in one assembly. Send for further information on the HUSH-CLIP partition.

PENN METAL COMPANY, INC.

General Sales Office:

40 Central Street, Boston 9, Mass.

Plant: Parkersburg, W. Va.

District Sales Offices: Boston, New York, Philadelphia, Pittsburgh, Chicago, Detroit, St. Louis, Dallas, Little Rock, Seattle, San Francisco, Los Angeles, Parkersburg



PARTS OF THE SYSTEM

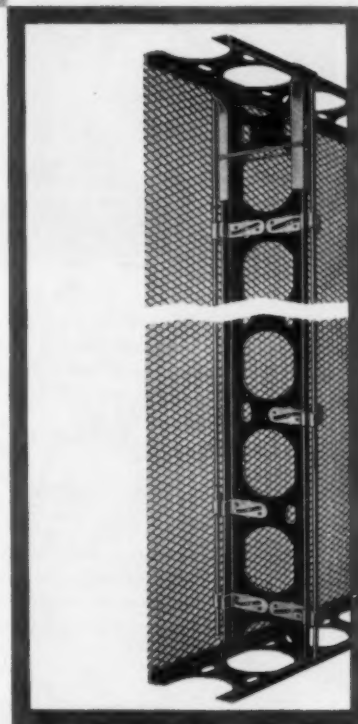
STEEL TRACK—made in five sizes to fit over the flanges of the five standard studs.

STEEL STUDS—furnished in 2", 2½", 3¼", 4" and 6" widths. Openings provide easy passage of pipe, conduit or cables without expensive chases.

HUSH CLIP—can be clipped, wired or bolted to the steel stud, or can be nailed to wood stud.

PENCIL ROD—provides the vertical member to support metal lath. May be snapped into lip of clip, or wire tied to the outside of the lip, depending on the grounds required.

METAL LATH—Penmetal Meshtex, provides the ideal size openings for perfect keying of scratch coat with minimum use of plaster; maximum rigidity.

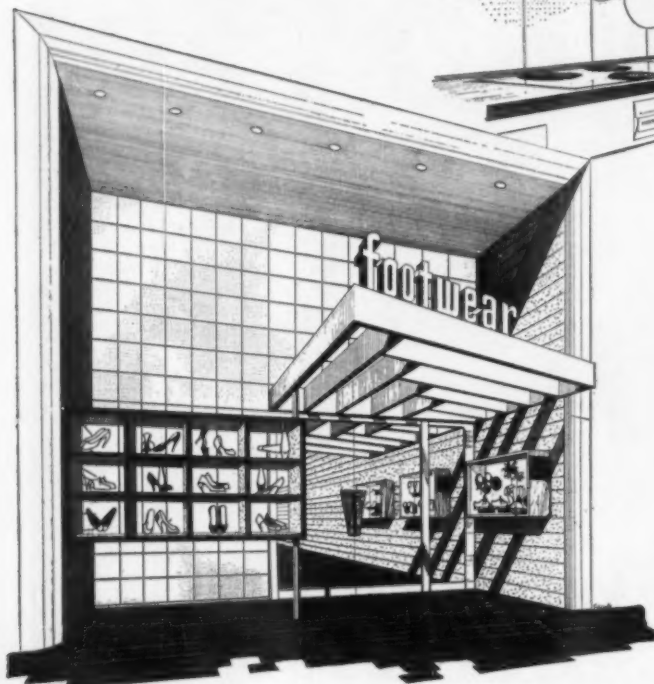
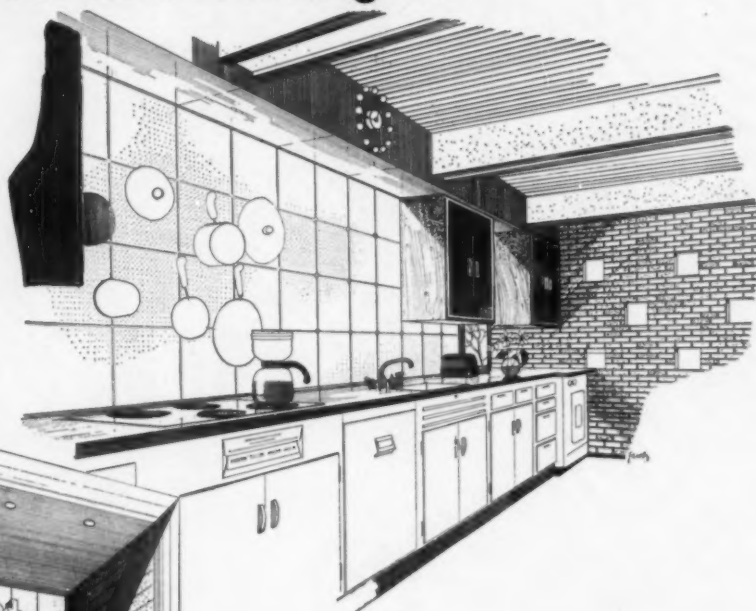


PM-126

3 ways to build DAYLIGHTING SALES MAGIC into your new buildings...

KITCHENS

Here's a kitchen with brightness and cheerfulness built right in. Glass block panels flood working surfaces with soft, diffused daylight; easy to clean with a damp cloth.



STORE FRONTS

Glass block is a "natural" for modernizing store fronts or in the construction of new stores. Go in at the same time—and in the same way—as modular brick and concrete block.

BATHROOMS

Gleaming panels of glass block provide plenty of diffused daylight and complete privacy. In cold weather, its high insulating efficiency keeps bathrooms warm and draft-free.



Start to plan now to use versatile Owens-Illinois Glass Block in your buildings. For information or help with a specific problem, write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN **(I)** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Two Superior Products to Stop Moisture Through Floors... at Low Labor and Material Cost!

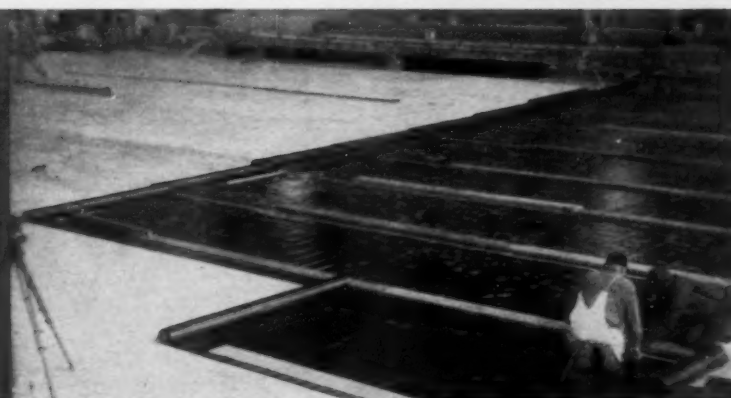
SISALKRAFT VAPORSTOP

Rot Resistant,
Tough Vapor Barrier



SISALKRAFT MOISTOP

Polyethylene
and Sisalkraft



These Products Meet FHA and VA Minimum Property Requirements

These two tough vapor barriers protect against moisture migration from the ground, thereby helping to prevent rotting of structural members, loosening of floor tile, paint failures, etc.

They are tops for quick application on any job. Handy job size rolls mean economy, no waste. Just unroll over the fill or in the crawl space.

Sisalkraft Vaporstop gives you a low-priced yet completely effective product to stop moisture penetration.

Sisalkraft Moistop combines the permanency of polyethylene and the strength of Sisalkraft. There is no better product available anywhere. *Both* give you quality at low cost!

See your lumber or building material dealer or write:

American SISALKRAFT Corporation

Chicago 6 • New York 17 • San Francisco 5

THE PUBLIC KNOWS THE VALUE OF PROTECTION AGAINST DAMAGING MOISTURE. YOUR USE OF SISALKRAFT MOISTOP OR SISALKRAFT VAPORSTOP CAN BE A BIG SALES FEATURE IN SELLING HOUSES.

Other Products in the SISALKRAFT LINE

Orange Label Sisalkraft — Reinforced, waterproof building paper

Copper Armored Sisalkraft — Electro sheet copper for concealed flashing and waterproofing

Sisalation — Reflective insulation and vapor barrier

Sisalite — Pure polyethylene film

Sisal-Glaze — New plastic glass replacement

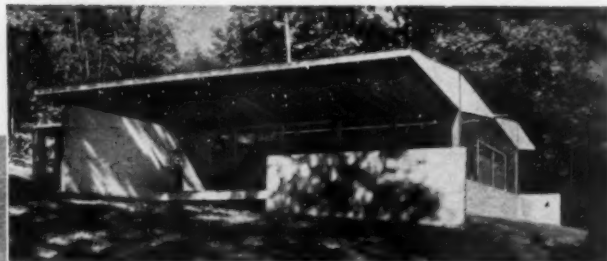
Award-Winning
Builders Say:

"Ceramic Tile's Extra



"The money we saved by using mastic applications enabled us to offer prospects extra tile luxury in the bathroom of this model. The ceramic tile floors, walls and ceilings of this bathroom are all set in mastic."

RAYBACK, INC. *William V. Raymond*



Ceramic tile installations are one of the important dividends that Rayback, Inc. and B-H Builders, Inc. offer prospective buyers. Their award-winning homes, featuring these installations, are achieving outstanding sales successes although selling well above the low cost range. That's proof positive that today's average home-buyer is happy to *pay more*—providing he *gets more*.

Ceramic tile has beauty that your prospects can readily see and appreciate. That's "eye" appeal. And tile gives many other "extras" that can't be *seen*: lifetime durability, easy maintenance, and added resale value. These *extra values* provoke action—

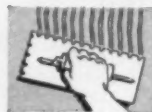
Location: Rye, N. Y. Area: about 2,730 sq. ft. under roof. Price: \$35,000. Other "Extra Value" features: open porch at either side of house, 16' side overhangs, four bedrooms, two baths, outdoor dining area sheltered by overhang. Architect: Ulrich Franzen. Award: House & Home.

How adhesive installations
cut your tiling costs:



Use only adhesives bearing this seal—signifying that they meet minimum performance standards set by U.S. Department of Commerce.

Mastic bed on dry-wall cuts down preparation time and costs.



Tiles are set quickly and easily on mastic bed.



Job clean-up time is held to minimum.



Values help sell our homes!"



"This sunken tub, set in ceramic tile, adds vital sales appeal to our new "Contemporary Colonial" homes. The adhesive technique made this tub practical, in that it cut our tiling costs to a minimum."

B-H BUILDERS, INC.

Charles D. Burt



they build "eye" appeal into "buy" appeal! They are the reason for ceramic tile's proven SALESPOWER!

You can cash in on ceramic tile's SALESPOWER, regardless of what type homes you build. New adhesive techniques—enabling contractors to install ceramic tile faster, easier and at lower cost than ever before possible—are putting additional tile installations within the reach of every builder—and every buyer!

Then, too, the new adhesive methods provide many profitable opportunities to tap today's booming remodeling market. For information on this new low-cost method of tile installation, consult your tile contractor.



Location: Allendale, N. J. Area: 2,800 sq. ft. Price: \$36,000 (including \$5,000 half-acre lot). Other "Extra Value" features: two fireplaces, family room, year-round air conditioning, radio-intercommunication system, radio controlled garage doors. Awards: American Builder and House & Home.

The Modern Style is

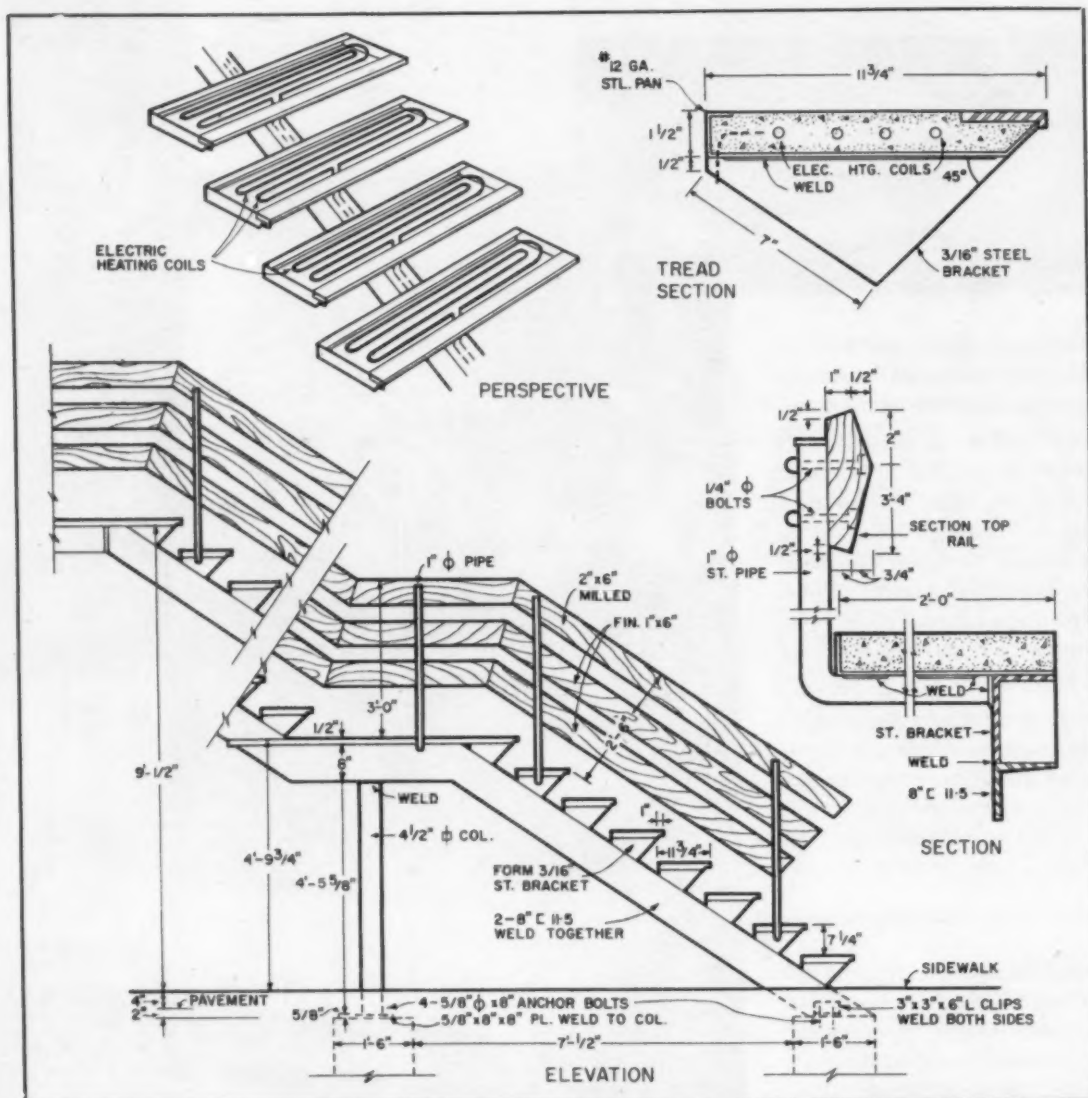
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tile

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A BETTER CONSTRUCTION DETAIL TO HELP YOU ON THE JOB



Architect: Ernest M. Mandel, Chicago; Structural Engineer: George Kennedy & Associates, Chicago

Motel steps go electrical

The danger of ice and snow on six exposed stairways of a new motel in Wilmette, Ill., made architect Ernest M. Mandel check into several possible solutions. He found, for the type of modernistic stairway planned, that an electrical installation would be most economical.

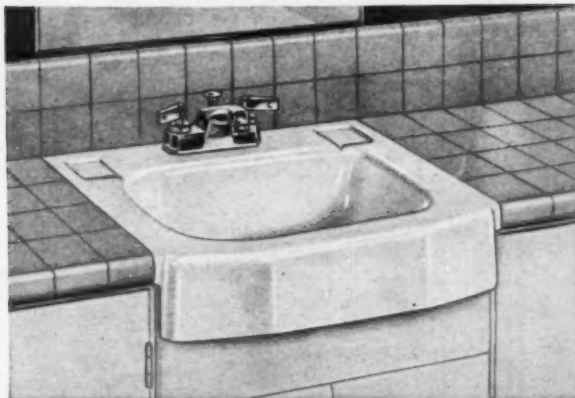
The G & M electrical contractors estimated the cost of operation at

12¢ per hour with an average of ten hours operation per year (Chicago area). Thermostatically controlled, the system won't run more than 15 to 20 minutes at a time during the season.

Construction data: the railings are made of wood, the frame of steel. Steel assembly will be prefabricated in the plant. The con-

crete steps with electrical heating cable imbedded in them will be cast on the job. Holes will be punched in the channel directly under the bracket of each step for the connecting wires. Cable used is a resisting type Nichrome wire. Covered with live rubber, it will be placed one inch below the surface of concrete on three- to four-inch centers.

Vilas, K-2835-C, of enameled iron, 20 x 18"



Piedmont, K-1850-C, of vitreous china, 20 x 18"



KOHLER BUILT-IN LAVATORIES

Widest variety of types and sizes



Tahoe, K-2841-C, of enameled iron, 20 x 18", 24 x 18"



Arrowhead, K-1892-F, of vitreous china, 20 x 18", 24 x 18"

The Kohler line of first quality built-in lavatories offers maximum opportunities to meet the growing demand for installations on cabinets with counter-tops of tile, plastic, or other materials.

The Kohler Tahoe was the first built-in lavatory of enameled iron. The new Vilas is the first, of enameled iron, with extended front. Kohler Co. is the only manufacturer to pro-

vide the two types in both enameled iron and vitreous china.

Extended front design in the Vilas and Piedmont permits installation of these roomy lavatories with the space economy of 16-inch counters. All models have front overflows, ample basins, and integral soap dishes at both sides.

The Tahoe and Arrowhead are available in two sizes. All four are made in white and six colors. Fittings are all-brass, chromium-plated.

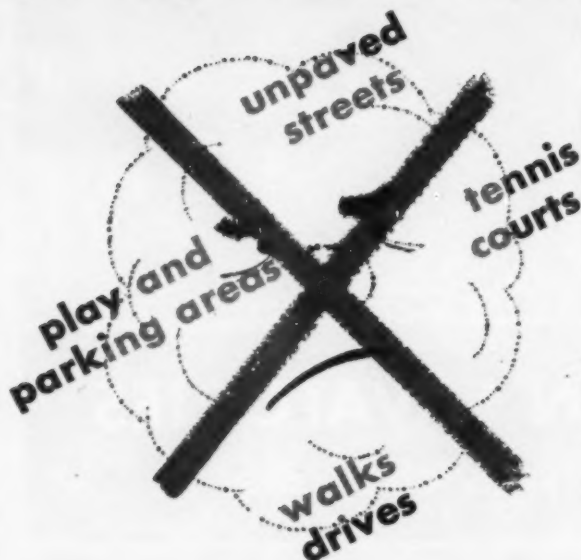


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KOHLER OF KOHLER

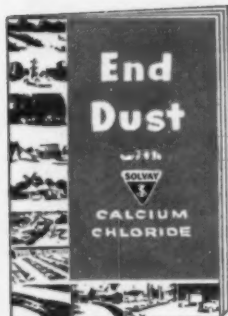
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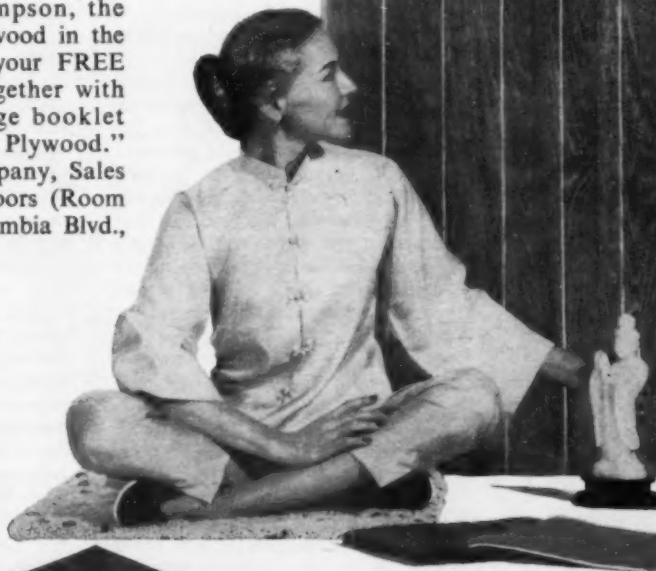
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Rusticwood is the kind of an extra value that prospects are looking for—so make your home sales easier by using beautiful Rusticwood redwood plywood, made by Simpson, the largest producer of redwood in the world. Write now for your FREE Rusticwood sample together with Simpson's new 36-page booklet "Manual on Finishing Plywood." Simpson Logging Company, Sales Office, Plywood and Doors (Room No. 801), 2301 N. Columbia Blvd., Portland 17, Oregon.



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American Builder

KEEPING UP WITH THE LAW:

How new legislation may bring needed tax relief to home owners

By **JOHN F. MCCARTHY**
Attorney-at-law



Two measures before the present session of the Congress, if enacted into law, would afford some measure of relief on federal income taxes to home owners. Thus, they also are of benefit to home builders and deserve the support of the home-building industry.

One measure was introduced by Senator Charles E. Potter of Michigan. It would substantially extend the time within which a taxpayer may sell his home and reinvest the proceeds of his sale in a new residence and avoid a capital gains tax.

The Federal Internal Revenue Code provides that if property which is used as the principal residence of the taxpayer is sold at a profit, and other property to be used for the same purpose is purchased, a taxable gain is recognized only to the extent that the sales price of the old property exceeds the cost of acquiring the new. Where the property sold contains more than one unit, there must be an apportionment of the profit between that attributable to the part occupied as the residence of the taxpayer and the balance. The present law requires that the new home must be acquired either a year before or after the sale of the old. If the acquisition of the new residence involves new construction, the work must be commenced within a year after such sale and be completed within eighteen months thereof. The amendment proposed by Senator Potter would extend the period of one year to five years.

It is worthwhile noting that the Federal Internal Revenue Code permits a taxpayer, in computing his profit on the sale of his home, to deduct not only the usual expenses of sale, such as advertising, brokerage commissions and attorneys fees, but also bills for work performed in fixing up the old residence. These include items for repairs, painting, redecoration and the like. They, of course, do not include expenditures for items in the nature of capital improvements or additions. The law requires, however, that the work must have been done during a ninety day period ending on the day the contract to sell is made, and that the bills therefor must be paid within thirty days after the residence is sold.

The other measure, designed to afford some tax relief to homeowners, was introduced by Congressman Lawrence H. Smith of Wisconsin. If enacted into law, it would permit taxpayers to deduct depreciation on their homes as an expense in figuring their federal income taxes.

Under the Federal Internal Revenue Code, as it now stands, taxpayers may deduct depreciation as an item of expense only on rental properties or on business properties. Deductions by home owners generally are limited to real estate taxes and interest on mortgage indebtedness. The amendment proposed by Congressman Smith would put residences on the same footing as other properties.

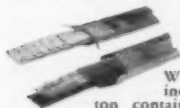
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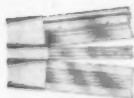
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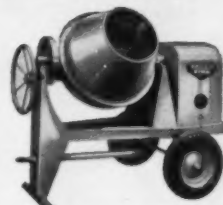


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Foundation plans for this brick tri-level specified 19 different elevations and many wall irregularities. To form the tricky foundation easily and economically, Morris Bros. Construction Co., Denver, Colorado, used Gates Vertical Rod High-Wall System, with a unique combination of 3/4" plywood panels for the exterior and S4S sheathing for the interior.

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"Homes by Himley" of Park Ridge, Illinois find this built-in cabinet of molded plastic drawers a big selling feature. The 20 drawers each measure 6" x 18" x 15 $\frac{3}{4}$ " deep and are manufactured by the Richardson Company, Melrose Park, Illinois.

Builders find out . . .

Built-in dressers build up sales


Built-in . . . that's the selling word today! And here is the built-in that has broad appeal. Smooth, easy-to-care-for molded plastic drawers in a stylish cabinet. The cabinet is hung so that there are no legs to get in the way of cleaning. It's big enough to take care of every storage requirement.

Take a closer look at those drawers molded from BAKELITE Phenolic Plastic. The finish is a luxurious satin black that will never wear out. The drawers are all

in one piece with no cracks or joints to hide dust. They'll never warp or mildew, never stick. And the installation is fast and easy . . . just mount the pulls and slide into place.

In your homes, you can build in extra selling features with these drawers. Use them in bathrooms . . . for cellar and attic storage areas . . . in kitchens or closets. The low cost will surprise you. For further data on suppliers, drawer sizes and installation, write Dept. XD-5.



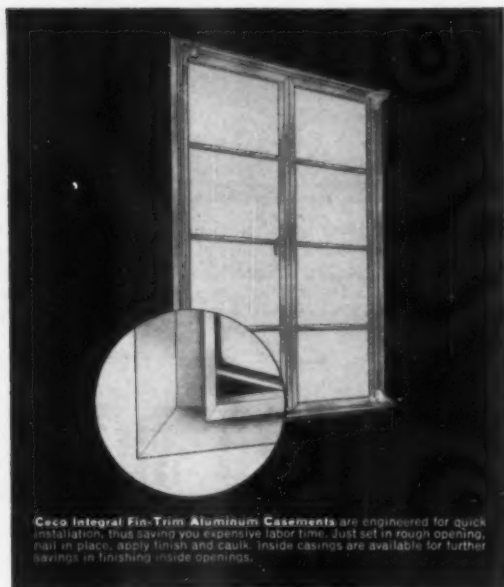
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Modern house-hunters look for construction that's attractive as well as sound. And nothing dresses up a community like a variety of handsome windows... to avoid the "row-house" look. Here at Ceco we give you a wider choice than any other manufacturer... the greatest range and versatility. But Ceco also 'personalizes' its service to fit the individual needs and preferences of home-buyers everywhere. What windows top the most-wanted list in Texas?—In California?—From our sales record, we know. How about New England—the Deep South—Middle West—the northern tier of states? Ceco can give you the sizes and types of windows most popular in any specific area. So why not let Ceco Windows dress up *your* homes for faster sale? Call your Ceco man today.

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In construction products Ceco Engineering makes the big difference... Windows, Screens and Doors / Metal Lath / Metal Roofing Products / Steel Joists / Concrete Reinforcing

MONEY SHORTAGE

(Continued from page 22)

level for immediate future."—R. Stewart Rauch, Jr., president, The Philadelphia Savings Fund Society.

• "... Vermont banks have supported home mortgage market. . . . Conventional and FHA mortgages favored at present . . . See no evidence here for report that outlook is for lower rates on home mortgages."—Levi P. Smith, president, Burlington Savings Bank.

• "We find there are funds available for home loans principally for conventional and a limited amount of FHA loans. There is no $4\frac{1}{2}\%$ money at par. Cannot foresee any lowering of interest rates for at least the first half of this year . . . FHA and GI loans with minimum down payments are selling at substantial discounts."—President of a large West Coast Savings Bank.

• "... Outlook for interest rates is toward firming up on present levels with some possibility of softening in the interest rate picture towards the end of 1957. Funds for VA loans at the present rate of $4\frac{1}{2}\%$ are practically non-existent. In the conventional home mortgage field, present high rates have tended to discourage refinancing of loans. Activity is primarily on new construction and in connection with sales of properties."—Earl B. Schwulst, president, Bowery Savings Bank, New York City.

With few exceptions, other savings banks contacted by American Builder agreed: There's money for conventional loans, some FHA financing available, practically no VA money.

Here's what savings and loans associations had to say:

• "... Interest rate seems to be firm at $5\frac{1}{2}\%$ for 1957. . . . GI loans at 5% would probably bring more money into the market; $4\frac{1}{2}\%$ is not of interest to lenders because of increasing cost of money, higher overhead and higher rates paid to savers."—H. B. Diefenderfer, president, Country Federal S. & L. Assn., Rockville Center, N. Y.

• "Conventional lending in this area has continued at a high volume during the past year, but at somewhat higher interest rates. We see no significant change ahead in this picture. The real casualties in local lending have been GI and FHA loans. . . . This situation will continue until Congress realizes you can't repeal the law of supply and demand and authorizes realistic interest rates."—Exec. Vice

(Continued on next page)



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PLASTIC SURFACED PLYWOOD

Mr. Builder, board-and-batten, so popular with today's home-buyer, is a real profitmaker for you with GPX Yellow. Easy-to-handle panels cover large areas fast. Battens cover edges. Your economies continue right through to the finish—GPX Yellow is engineered to take paint without sanding or sealing. Two coats give a lasting beautiful finish that will never check. For gables, soffits, shutters—for unlimited interior uses, too—GPX Yellow can be machined, drilled, nailed, patched, riveted, glued or sawed. Put it to the test on your next job.

smooth! The CreZon surface of GPX Yellow is bonded on one or both sides with a phenolic resin overlay. Engineered for paint—it's the smoothest surface obtainable. Standard 4'x8' panels are available in thicknesses ranging from $5/16"$ to $3/4"$. Larger sizes and thicknesses at extra charge.



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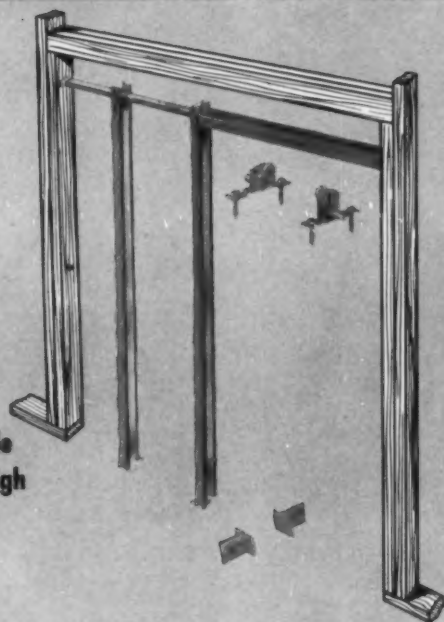
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that fits all door
sizes . . .

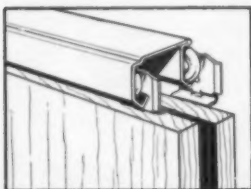
- 2' 0" to 3' 0" wide
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New! One size that's right for every job!

Stanley's new 2825 is easy for one man to install in less than 20 minutes. Adjustments can be made even after trim is in place. Best of all, the telescoping track adjusts for all standard door sizes. You just can't order the wrong size!

Now you can specify **STANLEY** for all sliding door hardware



2800 hardware for both $\frac{3}{4}$ " and $1\frac{1}{4}$ " by-passing doors. Vertical adjustments can be easily made without loosening door screws.



New 2980 hardware for bi-folding doors. Permits full access to interiors, minimum projection of doors into room. Eliminates bottom track.

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MONEY SHORTAGE

(Continued from page 235)

Pres. of a Southern S. & L. Assn.

• "There has been a substantial drop in construction loan financing but the primary reason is poor sales and not lack of mortgage money. There have been plenty of funds for conventional construction loans but lack of yield has slowed up volume of GI and FHA financing. We do not look for any appreciable change in interest rates on home loans and anticipate that they will level off on their present high plateau for some time to come. This will leave an adequate volume of money for conventional financing and will retard the flow of funds into the GI and FHA markets."—Howard Edgerton, president, California Federal S. & L. Assn.

• "... We have had inquiries from two metropolitan savings banks seeking to purchase conventional mortgages. However, the interest that has been evidenced is in loans that will yield, to the investor, a return of at least 5% . . . In short, not even the FHA rate is sufficient to stir investor interest unless the seller of the mortgage is willing to release servicing to the purchaser. The interest, rather, is in $5\frac{1}{2}$ % minimum rate conventional mortgages which, after a deduction of $\frac{1}{2}$ of 1% for servicing, will yield the acceptable 5% return. In our opinion, therefore, government-backed loans must yield a rate of at least 5% to evoke any substantial investor interest."—Charles F. Kenny, Jr., vice president, Island Federal S. & L. Assn., Hempstead, N. Y.

Consensus of opinion of some of the nation's largest insurance companies is the same: There is money for conventional financing because of the flexible interest rate.

And, as one bank official told American Builder: When you're lending other people's money, you have to get the most for it that you can—particularly on any long-term investments.



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HOUSES...**

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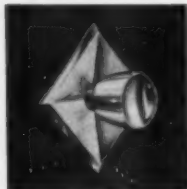
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Tulip Knob



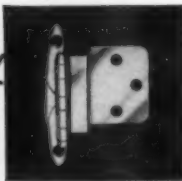
Tulip knobs designed to complement the highly-popular tulip design lock sets. Matching back plates in round, diamond and square. All standard finishes.

Early American



Early American flush and offset H and L types; semi-concealed hinges; knobs and pulls. Available in hammered antique copper, hammered black, and forged-edge smooth-surface polished brass.

Deluxe Cabinet Hinge



A very modern, semi-concealed cabinet hinge that is luxurious yet low priced. Rounded design permits faster installation by concealing slight misalignments. No. 555 is available in all standard insets and finishes.

Beveled Pull & Back plate



Outstanding design. Beveled-edged, concave drawer pulls and matching back plate. Available in all standard finishes including polished copper.



It's the details

that sell today's home and nothing contributes more to the appearance and sales-appeal of a house than good cabinet hardware. In addition to standard functional items

AJAX offers you four high-style lines that compliment the many finishes in today's kitchens. The price is very right, too. Send for free catalog.

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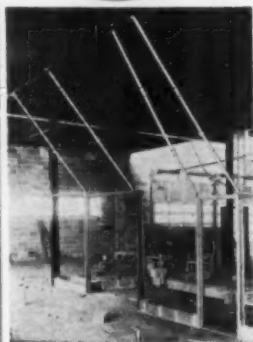
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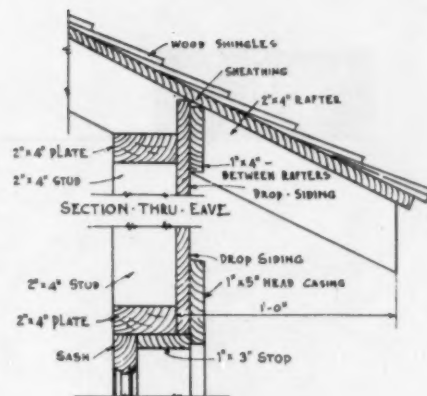
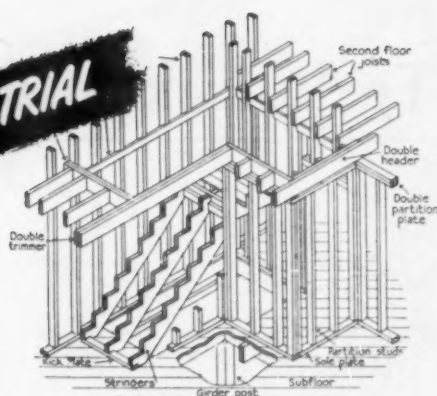
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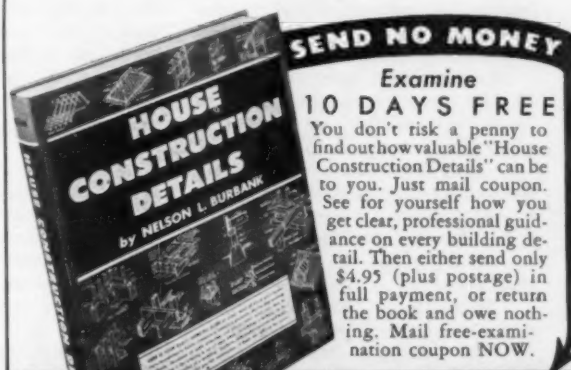
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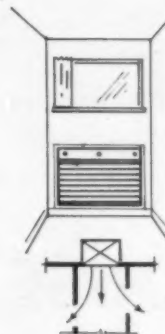
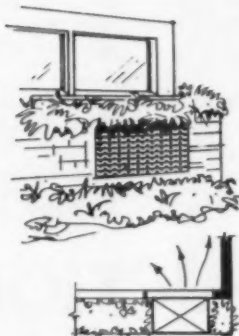
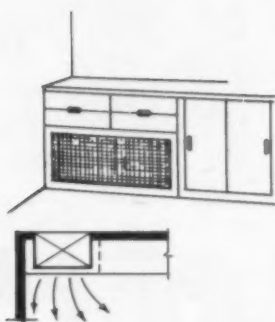
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TWO METHODS of concealing the projection of the air conditioner inside and outside the house are shown directly above. At far right: a unit within a closet wall that

serves adjoining rooms; a unit at the end of a central hall—a method which can successfully air condition an 800 sq. ft. house.

How to install room-unit air

No one will dispute the fact that the installation of air-conditioning is an attractive sales feature which will help you sell houses because the added comfort it gives makes it a worth while investment for the buyer.

Many builders, however, are reluctant to add air-conditioning because they feel the cost factor will price their houses out of the market. They base their estimates on the central system which, if properly engineered provides one of the finest types of installations, but does appreciably affect the total cost of the home.

The room-unit air conditioner, which in the past was installed in a window more or less on a temporary basis, is now available for permanent thru-the-wall installation. Because of the many advantages it offers, such as compactness and relatively low cost, this type of air conditioning may well be the answer to the builder's problems.

A tried and proven product, these units are accepted by most lending institutions so that they may be included in the mortgages. Then, too, depending upon the buyer's finances, the builder can offer either air conditioning for each room or

partial air conditioning.

While the individual room air conditioner is limited in the amount of space it will cool, and only the very smallest of homes can be handled by one room unit, the average home can be effectively cooled with two or three installed in the major living areas.

Zone control: a matter of flexibility

One of the most important points in favor of the individual air-conditioning unit is that it provides individual room or zone control. An entire system need not be operated to cool, ventilate, exhaust, and filter the air of individual areas. Example: it may not be necessary to cool the sleeping areas during the day. On the other hand, living areas need not be cooled at night. Only those units need be operated which cool the bedrooms.

From the home-owner's viewpoint, this can be an important factor in the reduction of overall operating cost.

Another advantage: an equipment failure involving one unit would affect only the cooling of that particular room or area. The home would still have the benefit of

partial air conditioning.

How to compare costs

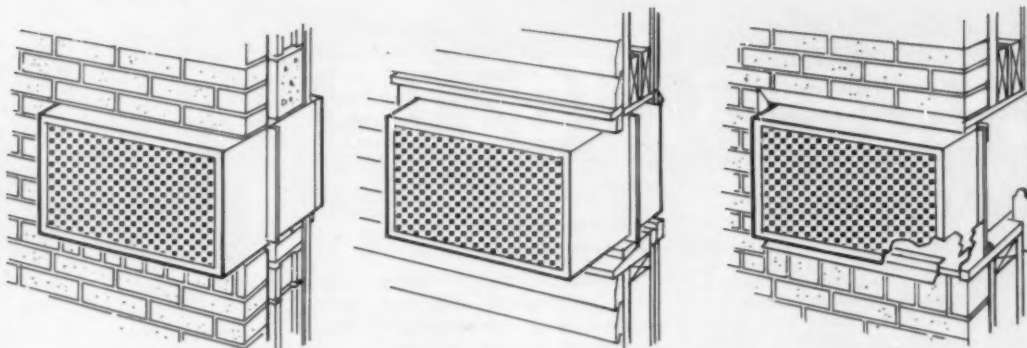
In favor of the individual room unit is the factor of cost. To properly evaluate the two systems, you should chart the initial equipment cost. To consider the central system, costs must be tabulated on the cooling unit with the possible addition of a separate condenser and cooling tower, as well as the ducts, wiring and piping. Installation labor, too, is an important factor and must be considered.

From the initial cost, the individual room unit is a self-contained package. No duct work is involved and it requires only the installation of a power outlet. Labor cost is involved, such as for preparation of the opening and final installation, but this, while it must be considered, is relatively low.

Much, of course, depends upon the requirements of the job. Since the room unit is limited in the amount of space it will cool efficiently, there may often be cases where it may be more economical to provide one central system rather than a multiple installation of individual room units.

In making this comparison you

month for May



HOW TO ADAPT the room type air conditioner to the three basic types of wall construction (masonry, frame and brick veneer) is illustrated here. The most important

factor in installation of air conditioners is to provide proper flashing and caulking to insure air and water tightness.

conditioners for better sales

should also consider the present heating system being used. If the addition of a central air-conditioning unit requires a minimum of changes in the method of transferring the cool air through the existing central heating system then central airconditioning may prove to be the most economical.

In favor of the room unit however, its use is not affected by, nor does it govern, the choice of the heating system. If the present method of heating is proving satisfactory and economical here is the opportunity of adding airconditioning without changes in the present system.

Versatility of installations

The individual room type air conditioner can be installed in any type of wall construction and in almost any location providing it is exposed to outside air. In addition there is usually no problem in installing the units so that they may be mounted flush with either the interior or exterior walls. Since units are thicker than most walls, a projection is required on one side or the other. However, if desirable it may be set halfway in the wall so that the projection is equal on both sides.

The location in the room is largely a matter of personal preference. In actual tests, the location, either high or low on the wall, made no appreciable difference in the efficiency of the unit.

Naturally the unit must be located so that controls are easily accessible and the free flow of air is not impeded. But since the unit can be adjusted to deflect the cool air in any direction it can be adapted to almost any situation.

The most logical location seems to be the space beneath the windows, providing the sill is high enough from the floor to accomo-

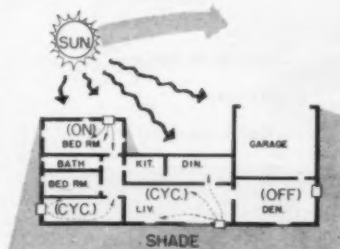
date the unit.

The kits and units that are available make the installation of the room unit a relatively simple operation. Sleeves or cases are provided with adjustments which allow them to be fitted into the wall during construction. The unit itself is then slipped into place during the final finishing operation.

Another advantage the sleeve or case offers the builder is that he can install them during construction and, if closed with a temporary panel, he can then offer the home buyer the option of having the unit installed at a later date. Final installation does not require skilled labor and the home owner can often do this himself as his finances permit.

Mechanical equipment is subjected to occasional breakdown. Many of the manufacturers have made provision for servicing at the lowest cost and with the least inconvenience to the owner. The operating mechanism is readily removable, and the service man merely replaces this with a new unit and sends the defective one back to the factory for repair or rebuilding.

(Continued on page 242)



ROOM UNITS have individual thermostatic control and may be adjusted to personal temperature preferences and the constantly changing sun load.

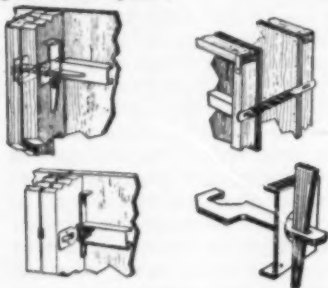


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AIR CONDITIONERS

(Continued from page 241)

Solution to remodeling

Many remodeling jobs have not used air conditioning because of the cost involved in ductwork and installation labor required for the central system. The room unit provides a simpler solution. While it is true that openings must be cut in the wall and power provided, there still can be an appreciable saving in labor that will bring room-unit air conditioning within the budget.

Commercial buildings use room units

Apartments, motels, offices and other commercial structures can use the same advantages of the room units that are true for homes. In addition there are other benefits both to the tenant and the landlord.

One most important factor that has been brought out is the individual metering. The tenant does not have to pay his proportion of the total operating cost of a central system; but since the units in his area receive their power through his electric meter he pays only for the amount of airconditioning he needs or desires.

Motels, while they do not have the advantages of individual metering, do save in operating costs because the air conditioning is turned on in only those rooms which are occupied.

Because of the small amount of construction time necessary to install this type of unit, occupied buildings may be air-conditioned with the minimum amount of inconvenience to the tenant.

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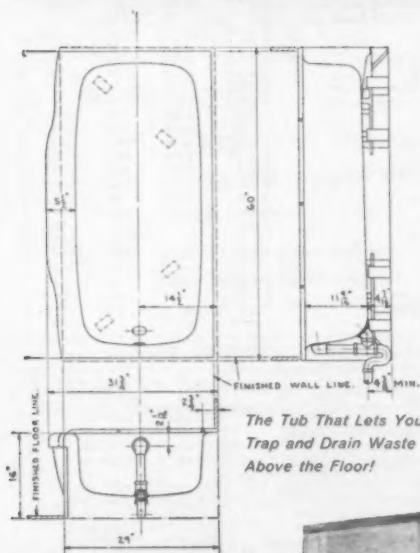
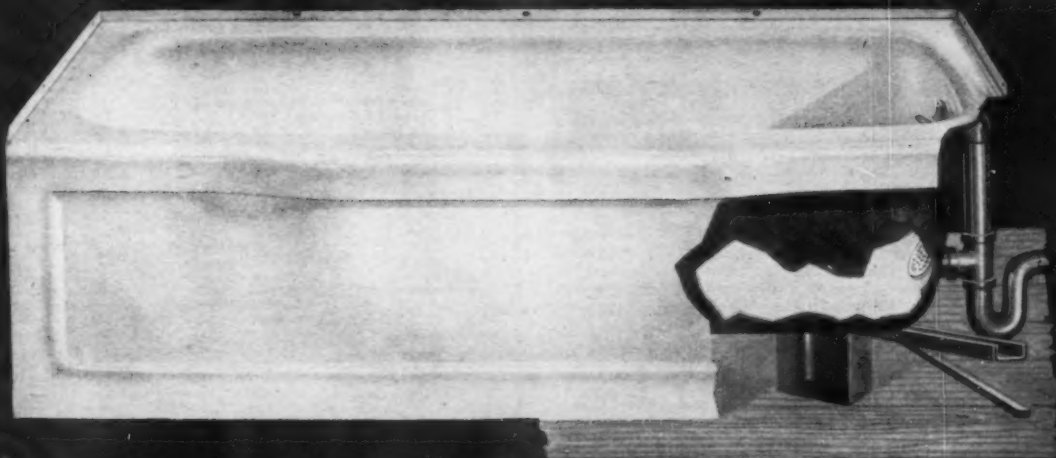
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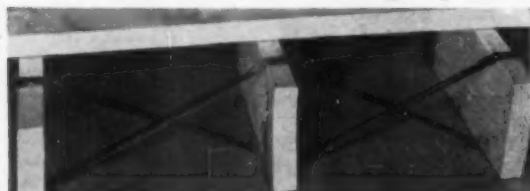
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BLUEPRINT HOUSE ESTIMATING GUIDE

(Continued from page 71)

House Area Cube	Frame	Ranch 1340 sq. ft.
-----------------------	-------	-----------------------

CONCRETE WORK

Location	Actual	Actual - 5%
Foundation Footing (House)	217 cu. ft.	
Foundation Footing (Garage)	52 cu. ft.	
House Walls 7'0"	718 cu. ft.	
Garage Walls, etc. 4'0"	180 cu. ft.	
Chimney Footing	45 cu. ft.	
Slab (House)	414 cu. ft.	
Porch & Breezeway Slab	92 cu. ft.	
Slab Garage	83 cu. ft.	
Fireplace Slab	16 cu. ft.	
	1817 cu. ft.	1909 cu. ft. or 72 cu. yds.

BLOCKWORK & MASONRY & ACCESSORIES

Location	Description	Amount
Chimney Base	8" Block	91 sq. ft.
Chimney & Fireplace	Brick	200 cu. ft.
Flue Lining	12" x 12" T.C.	18 lin. ft.
Wall	Brick 4"	80 sq. ft.
Reinf. Bars	½" Diam.	96 lin. ft.
Lintel	3½" x 3½" x 5/16" x 4'0"	2 pieces
Porch Mesh	6" x 6" 10/10 Mesh	140 sq. ft.

TILE WORK

Location	Description	Amount
Floors	Ceramic	48 sq. ft.
Walls	Ceramic	104 sq. ft.

DRYWALL

Location	Amount
House Walls	approx. 2880 sq. ft.
House Ceilings	approx. 1335 sq. ft.
Garage Walls	approx. 475 sq. ft.
Garage Ceilings	approx. 245 sq. ft.

FRAMING LUMBER

Location	Size	Piece	Lin. Ft.	B.F.M.
Sill Plate	2 x 4	—	152	101
Floor Beams Rear Right	2 x 10	21/18	378	630
Floor Beams Rear Left	2 x 10	9/16	144	240
Floor Beams Left Front	2 x 10	10/18	180	300
Floor Beams Right Front	2 x 10	18/12	216	360
Floor Beams Right Front	2 x 10	21/18	378	630
Girder	(3) 2 x 10	3/14	42	70
Porch Beam	(2) 2 x 10	—	68	114
Garage Door Header	(2) 2 x 10	2/10	20	34
Patio Girder	(2) 2 x 10	4/14	56	94
Living Rm. Wind. Header	(2) 2 x 12	2/18	36	72
Bedroom Window Header	(2) 2 x 10	4/8	32	54
Rafters	2 x 6	72/22	1584	1584
Battens	2 x 6	38/16	608	608
Ceiling Joists	2 x 4	32/16	512	342
Ceiling Joists	2 x 4	38/18	684	456
Patio & Garage Joists	2 x 4	38/12	456	338
Purlins	2 x 4	—	660	440
Ridge Board	2 x 8	—	56	75
Truss Ties	2 x 8	—	144	192
Truss Ties	2 x 4	—	144	96
Bridging	1 x 4	—	640	214
Studs	2 x 4	525/8	4200	2800
Plates	(3) 2 x 4	—	1260	840
Posts	4 x 4	2/8	16	22
Bathroom Studs	2 x 6	8/8	64	64
Bathroom Plates	(3) 2 x 6	—	24	24
Patio Ridge	(2) 2 x 10	2/12	24	40

SHEATHING, SIDING, FLOORING, ROOFING, INSULATION, ETC.

Location	Description	Actual	Actual + 10%
Sub Floor	1 x 4 S4S	1340 sq. ft.	1474 sq. ft.
Finish Floor	Wood	1125 sq. ft.	1238 sq. ft.
Side Wall Sheathing	1 x 6 T & G	2270 sq. ft.	2497 sq. ft.
Siding	Wood	2200 sq. ft.	2420 sq. ft.
Roofing	Composition		
	Shingles	2788 sq. ft.	3067 sq. ft.
Roof Sheathing	1 x 6 Shipap	2788 sq. ft.	3067 sq. ft.
Wall Insulation	4" Batts	1500 sq. ft.	1650 sq. ft.
Ceiling Insulation	4" Batts	1340 sq. ft.	1474 sq. ft.
Kitchen	WP Plywood	167 sq. ft.	184 sq. ft.
Kitchen	Linoleum	167 sq. ft.	184 sq. ft.
Floor Insulation	Silver Foil	1340 sq. ft.	1474 sq. ft.
Area ways	G. Iron	7 pieces	7 pieces

Note: The waste factor is determined by the material used and the method of installation.

MILLWORK

Exterior Trim Location	Description	Amount
Fascia	1 x 8	150 Lin. ft.
Fascia Moulding	1 x 2	150 Lin. ft.
Fascia	1 x 6	140 Lin. ft.
Frieze Board	1 x 6	110 Lin. ft.
Louvers	Wood	2 Pieces

AMERICAN BUILDER

Interior Trim Location	Description	Amount
Base	1 x 4	360 Lin. ft.
Cl. Pole	1 1/2" Diam.	28 Lin. ft.
Pole Sockets	Wood	5 Pair
Cleats	1 x 3	26 Lin. ft.
Hook Strip	1 x 4	50 Lin. ft.
Shelving	1 x 12	90 Lin. ft.
Stairs	14 Risers	1 set

DOOR SCHEDULE

Exterior Trim Size	Description	Amount
8'0" x 7'0" x 1 1/2"	4 panel O.H.	1
3'0" x 6'8" x 1 1/2"	Flush, S.C.	1
2'8" x 6'8" x 1 1/2"	4-lite or 4-panel	3
Interior Doors		
2'8" x 6'8" x 1 1/2"	Flush, H.C.	3
2'6" x 6'8" x 1 1/2"	" "	3
2'4" x 6'8" x 1 1/2"	" "	1
1'8" x 6'8" x 1 1/2"	" "	1
Folding Doors		
8'0" x 7'0"	" "	1
5'0" x 7'0"	" "	3
4'0" x 7'0"	" "	1
	Total	18

Note: All doors are to be ordered complete from the door schedule to include doors, door frames, trim, casing, saddles, stops, etc.

WINDOW SCHEDULE

Size	Description	Amount
2 (2'6" x 4'0")	Gang of 2	2
2 (3'0" x 2'0")	Gang of 2 T.H.	3
3 (2'0" x 4'0")	Gang of 3	1
2'0" x 4'0"	" "	2
2'6" x 2'0"	" "	1
2'8" x 1'6"	Cellar Sash	7
	Total	18

Aprons 1 x 6 60 Lin. ft.
Stools 1 x 8 60 Lin. ft.

Note: All windows are to be ordered from the window schedule in gangs as specified complete to include frames, sash, trim, casing, mullions, stops, etc.

KITCHEN CABINETS

Location	Size	Amount
Counter	7'0" x 3'0" x 2'0"	1
Counter Top & Back Splash	14 sq. ft.	1
Broom Closet	1'6" x 7'0" x 2'0"	1
Sink Counter	8'6" x 3'0" x 2'0"	1
Counter Top & Back Splash	17 sq. ft.	1
Counter Hanger	8'6" x 2'8" x 1'0"	1
Oven Hanger	2'6" x 2'0" x 1'0"	1
	Total	7

Material breakdown prepared by Joseph Steinberg, head, and Martin Stempel, senior instructor, Construction Technology Dept., New York City Community College.

moving?

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Today, providing community facilities for the expanding urban population has become a problem. This bibliography lists many titles on the subject of urban growth. These references should be read by the builder—the problem is one which directly affects him.

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BUILDERS' HARDWARE HANDBOOK. Adon H. Brownell, A.H.C. Published by Chilton Co. (Philadelphia) 1956 for Hardware Age. 240 pp, illus. \$8.00.

Here is a complete outline for the study of builders' hardware. Products, metals, finishes, blueprint reading, hardware specifications are among the many items covered.

Builders and architects will find it helpful in specification writing and buying because it covers all phases of this subject.

The book also describes the place of owner, contractor and architect in sales and services.

Recommended by the National Builders' Hardware Assn. and American Society of Architectural Hardware Consultants.

AMERICAN HOUSING AND ITS USE. Louis Winnick. John Wiley & Sons (New York) 1957. 143 pp, \$5.50.

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The Month Ahead

TIME TO BUY?

While the slack in house building hurts, there are a few advantages that can be gleaned out of it. For instance, the drop in starts and the seasonal slump have combined to push the cost of brick, lumber and other products down in many areas. It might pay you to take a check of local suppliers to see what bargains there are. You may benefit from stocking up on items that are really cheap at the moment.

CHECK THE OTHER GUYS

As always, you'll get lots of ideas from looking around this Spring to see what the other boys are building. A few cities will have Spring parades—Houston, for instance, will hold its parade from the 11th to the 19th of this month—and Milwaukee and Madison, Wis., are both scheduled for Spring parades later on. If you're in these areas, there's no better way to see a lot of houses at one time.

VACATION HOUSES

If vacation cottages are on your program for the year, you may be able to make something out of the fact that June is National Recreation Month. For more information, write to David Dubois, Public Information Director, National Recreation Association, 8 West 8th Street, New York 11, N. Y.

Make it a big package

If your Spring sales start with a bang and keep right on rolling, congratulations, and we envy you. If things are slow, here are a couple of ideas that may help you stay in the black.

While tight money has practically killed the VA insured mortgage business, all the statistics last year showed that medium and higher-priced houses actually improved their sales records. In their wanderings around the country, AB's editors found that built-in appliances had tremendous sales appeal. Put these facts together, and you may help yourself.

Why not take one of your models and really give it the works? Add every deluxe appliance and gadget that you think might interest buyers. This will make a costlier package, but by skillful merchandising you can make it such an attractive package it will sell anyway.

Why are the next few weeks the best time to try this? Two reasons. First, if the idea doesn't click, you've still got all season to get rid of the dressed-up model. And second, if it does work, you want to reap the benefits all season, not just the last few weeks.

Or, make it a low-cost package

The other idea is to go in exactly the opposite direction and strip your model down to the absolute minimum. This will lower your appraisal value, and it might get your down payment low enough to let in some of the marginal buyers who were squeezed out by the lack of VA loans.

If this idea sounds good, American Builder's June issue will look good. We're going to cover low-cost houses, and we do mean low. Don't miss it.

A new contest by NAHB

This one could win you a plaque and your wife a new hat. It's a six-part contest. The first requires your cost-saving trade secrets in drawings, sketches, photos, or descriptions, and it's deadlined July 1. Entries should go to Construction Dept., NAHB, 1625 L Street NW, Washington, D. C.

Later on there'll be prizes for merchandising, materials handling, community relations, cost estimating, and model houses. We'll keep you informed.



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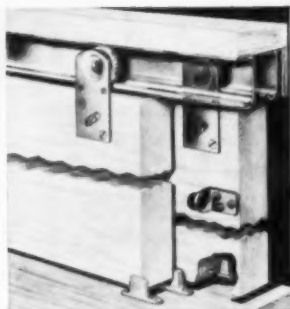
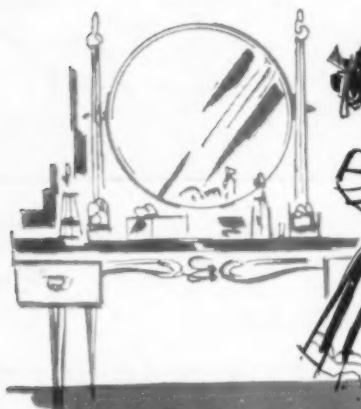
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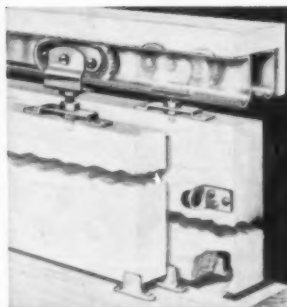
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